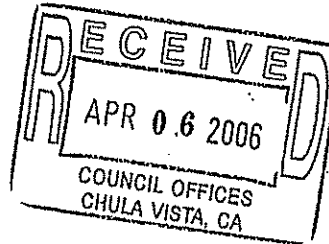


Public Comment Letters received on the  
Public Review Draft Urban Core Specific Plan  
(April 2006)

cc: Mayor  
Tom  
Z

April 3, 2006

Mayor Stephen Padilla  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista CA 91910



Dear Mayor Padilla:

Following up on my suggestion made at the Urban Core Committee meeting last Wednesday afternoon for the city to come up with a plan for all of Broadway, I am forwarding two papers with some additional information on this suggestion. The first is a sheet of "Recommendations" which I developed for Patty Chavez, with whom I met recently. My ideas re: Broadway are marked in red on the second page. The second paper is a more detailed explanation for one suggestion for Broadway: designating it "Restaurant Row".

Sincerely,

*David A. Wood*

David A. Wood

## RECOMMENDATIONS WITH REGARD TO THE PRESENT "URBAN CORE SPECIFIC PLAN"

### (1) Abandon the "Promenade" part of the "Plan":

- The area presently proposed for the Promenade contains over 2,300 units of housing for moderate-income residents. (Over 500 of these units are restricted to residents 55 and older.) This area has the largest concentration of moderate income housing in the city. Chula Vista has no plan for relocating the present +/- 7,500 people who would be displaced by Promenade in similarly priced housing, convenient to transit facilities that are now available to them. San Diego County has an affordable housing crisis. Only 5.4% of present County residents can afford to purchase a median-priced home. Chula Vista should be working to increase the number of affordable housing units in the city, not decrease this number as obviously is proposed in the Promenade Plan.
- The center of the proposed Promenade (the middle of the area between F and G Streets) presently is occupied by a community of 196 manufactured homes restricted to elders. The owner of this property says he will not sell so the property so it only could be taken by eminent domain. Such action potentially could be enormously controversial.
- Traffic on the north-south streets proposed under the Plan largely would be beneficial to residents and others using it to avoid congestion on Interstate 5. Building busy north-south streets in the area would increase the danger dramatically to school children who attend the Vista Square Elementary School and the Chula Vista Middle School, which are located just east of the Promenade area.
- The park envisaged for the area probably would be little used when the nearby bayfront park is in place. Also the area targeted for the park is located close to noisy Interstate 5, further decreasing the likelihood of its being used.

### 2) Continue planning the the H Street "Boulevard":

- As part of this plan, consider the redevelopment and expansion of the Chula Vista Mall. It is an important revenue source for the city and it has little impact on city traffic and rush hour Interstate 5 traffic as the Mall is located close to Interstate 5 and most people using the Mall do so at times other than weekday rush hours.
- Try to attract housing complexes along the Boulevard which could be homes for people working in nearby institutions – Scripps Chula Vista Hospital, the nearby elementary and middle schools, the four banks, and the Mall. Investigate obtaining construction funding from these institution or unions with members in these institutions.

### 3) Continue planning for 3rd Avenue:

- Proceed with on-going efforts to attract business to the historic area bounded by E and H streets which will maintain the character and heritage of the area.

- Develop plan for the area between H Street and Palomar. Fully realize potential of this area which already is well served by supermarkets, drug stores, a number of restaurants and small shops by adding housing over or near these facilities so that people can live near these useful services.

4) Develop plan for Palomar from 3<sup>rd</sup> to the Palomar Trolley Stop:

- It makes little sense to target the E street and H Street trolley stops for "Transit Focused Mixed Use" high rise commercial and residential development while neglecting to designate the Palomar Trolley Stop, equivalently close to Interstate 5, for similar development. Moreover, the Palomar trolley stop is surrounded by little used or unused land and almost no housing, unlike the area near the E Street and H Street Trolley stops.

X

5) Develop a plan for all of Broadway from E Street (or C Street) to Palomar (or beyond), not just one side of the blocks between E Street and H Street as is proposed in the "Urban Core Specific Plan".

Broadway is special in several respects:

- It is a wide avenue – the widest on the west side – which could be reconfigured to have a center green space or in some other manner to make it more attractive and useful.
- It is not an integral part of the city's public transit system, so that it could be reconfigured without significantly disrupting public transportation.
- It already has numerous stretches of mature palm trees, which the city is planting in other areas of the city for beautification
- It formerly was part of historic California 101 and possibly most importantly
- It has the greatest concentration of full-scale restaurants in San Diego County outside of the Gas Lamp Quarter. In all, there are 26 full-scale restaurants on or near Broadway. It could be designated and promoted as "Restaurant Row" to take advantage of the heavy commercial traffic at its north end coming from the Mile of Cars and Wal-Mart; at its center, from the Chula Vista Mall; and at its southern end, from Costco, Wal-Mart, and Target as well as other businesses along Broadway.

Construction in recent years along Broadway shows the results of a lack of a comprehensive plan:

- A check-cashing outlet at the corner of E Street
- A housing complex near K street, built without any setback
- A huge gas station near Naples and
- The rears of new commercial outlets (where garbage is usually placed) between Naples and Oxford

In Conclusion, recognize that the area bounded by H Street, 3rd Avenue, Palomar, and Broadway really is Chula Vista's "Urban Core". Almost all the major urban or business



activity of the westside is located on or bordering this area – three supermarkets, Costco, two Wal-Marts, Henry's , the Chula Vista Mall, over 50 full-scale restaurants and fast food outlets, numerous automotive services, and several hundred small shops and services while the area presently labeled "Urban Core" is largely residential.

### Attachment III

#### "RESTAURANT ROW"

The following full-scale restaurants are located on or very near Broadway:

<u>NAME</u>	<u>LOCATION BETWEEN</u>
1. Fillippi's Pizza Grotto (Italian)	C & D
2. Zorba's (Greek)	D&E
3. Marisco's Marisol (Mexican Seafood)*	"
4. Royal Garden (Chinese)	"
5. Sushi Loco (Korean & Japanese)	E&F
6. Coco's (American)	F&G
7. Parisi's (Italian)	"
8. Pho Vinh (Vietnamese)	"
9. Flamingo Café (American)	"
10. El Patio (Mexican)	G&H
11. Merkyl's (American)	"
12. Jade Garden (Chinese)	"
13. Carrow's (American)	H&I
14. VIP Oriental Buffet (Asian)	"
15. El Comal (Mexican)*	"
16. Roberto de Fillipi Butcher Shop*	"
17. Palacio de Oro (Chinese)	"
18. Olive Garden (Italian)	"
19. Tango Grille (Argentinian)	I&J
20. A Las Tortas (Mexican)	J&K
21. Golden Pagoda (Chinese)	L&Moss
22. La Nena (Mexican)	"
23. Kerina's (Mexican Seafood)	"
24. Ocean City Buffet (Asian Seafood)	Moss&Naples
25. La Costa Azul (Mexican Seafood)	"
26. Baja Lobster (Mexican Seafood)*	"
27. Mariscos Hectors (Mexican Seafood)	Naples & Oxford

\* these restaurants also have weekend entertainment

In addition, there are at least 25 fast food outlets between C and Palomar

The following are advantages to designating Broadway "Restaurant Row":

would build on consumer traffic coming to the area for nearby attractions such as the Mile of Cars, C Street WalMart, Chula Vista Center, Costco, and Target

would give a positive image to an area now often only associated with used car lots and inexpensive motels

.could be implemented immediately without the costly infrastructure improvements (roads, schools, etc.) required by some changes (e.g., new housing) proposed for the area. Some or all of the costs of promoting "Restaurant Row" at some point might be assumed by the restaurant owners themselves

. would be a method to encourage offices and businesses to locate on the West Side because one attribute that commercial operations consider in choosing a location is its access to nearby facilities to entertain customers and provide lunchtime dining opportunities for employees

.would be way to alert East Chula Vista residents to attributes of the West Side (By "pulling" East Side residents through the West Side, it will expose them to the Downtown and Third Avenue businesses.)

.would not increase rush hour traffic on Freeways 5 and 805 as will occur with the proposed new housing since most people patronizing restaurants do so at times other than rush hours

.could encourage other restaurants to locate along Broadway because businesses often try to locate near similar operations

The following are some of the steps which might be undertaken to implement a "Restaurant Row" on Broadway:

.contact present restaurant owners and obtain their suggestions on how the "Row" might be instituted and promoted

.erect small "Restaurant Row" flags along Broadway (much of the equipment for these flags is already in place and is used occasionally to publicize city functions)

.create a website with "Row" restaurant addresses, hours, and menus

.publish a pamphlet with the above information which could be distributed at the Visitor Center, in restaurants and shops, and other locations in the city and beyond

.possibly have periodic weekend food festivals along Broadway where existing restaurants could set up tables outside their restaurants for dining and other food vendors could set up operations at designated locations along Broadway

.have a weekly "Restaurant Row" advertisement in the Union Tribune, Enlace, the Star News, and other media outlets where restaurants could advertise specials

.and possibly eventually erect "Restaurant Row" gateway signs at the northern extremity (C street?) and southern extremity (Palomar?...Main?) of the "Row"

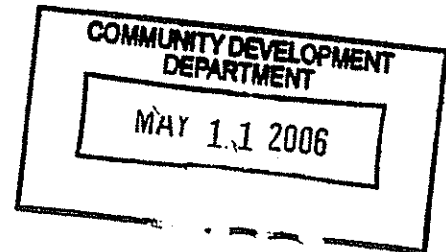


MOUNTAINWEST  
REAL ESTATE

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May 10, 2006

Ms. Dana Smith  
Community Planning Director  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910



Re: Comments to draft Urban Core Specific Plan

Dear Ms. Smith:

MountainWest Real Estate has been an active member of the community for over 25 years. Our top priority has always been to develop quality projects that reflect Chula Vista's unique spirit and character. After a thorough review of the Urban Core Specific Plan (UCSP), which we believe is a critical blueprint for the future success and viability of western Chula Vista, we have several concerns about how this document may impact future development in the City's urban core.

Per our discussion, we are submitting this letter for your consideration, outlining potential issues we see in the document, as well as our recommendations for improvement. As you will note, we believe several of these issues are inconsistent and incompatible with the recently approved General Plan. We are hopeful that we can work collectively with you and your team to satisfactorily address these inconsistencies.

## I. BUILDING HEIGHTS

**Issue:** Limiting building heights to a maximum of 84 feet (as proposed in the UCSP) would make it virtually impossible to build a conventional seven-story building as allowed for in mid-rise developments in the General Plan. In fact, section 4.8.3 of the General Plan allows for additional height beyond the seven-story threshold so long as "the predominant height character is maintained" (see attachment A).

However, even building a seven-story project in the mid-rise areas of the UCSP is not achievable in typical commercial or residential projects because of the assumption that all floors would be 12 feet in height (7 stories x 12 feet = 84 feet). This is a faulty assumption because most commercial and residential buildings utilize a 16-foot ground floor for several reasons, such as to accommodate retail uses, dramatic entryways and Fire Department access related to parking structures.

Subsequent floors in commercial buildings use 13-foot heights and subsequent floors in residential buildings use 12-foot heights. Under this scenario, a typical seven-story

2-74

commercial building would rise to 94 feet, and a typical seven-story residential building would rise to 88 feet (see attachment B "Typical Development Patterns").

As the UCSP is currently drafted, only E Street Trolley and E Street Gateway sub-districts allow for heights greater than 84 feet.

**Proposed Resolution:** Limit building heights to a maximum 100 feet measuring grade floor area to top floor excluding rooftop structures such as HVAC equipment as sundecks, pools, spas or cabanas. This would accommodate typical seven-story commercial and residential structures, and provide some amount of flexibility as set forth in the General Plan. This change should apply to the following sub-districts: UC1-6; UC9; and C1.

## **II. II. SETBACKS**

**Issue:** Setback requirements in the UCSP appear to be inconsistent with existing building setbacks, and inconsistent with areas immediately adjoining the UCSP zone. For example, consider the four corners at Third Avenue and H Street. (See Attachment C, "Inconsistent Setback Example.") The existing Gateway building on the northwest corner has a 14-foot setback. The adjacent parcel immediately to the south would have a 24-foot setback requirement. The three other corners are proposed to have no setbacks. This type of inconsistency would interrupt the natural flow of the urban landscape.

**Proposed Resolution:** Develop a consistent set of building setbacks that conform to the setback method as defined in Figure 6.45 of UC-15 sub-district (E Street Trolley-Transit Focus Area). This change would apply only to the following sub-districts: UC1, 2, 4, 5, 6, 9 and 12, and C1.

## **III. III. FLOOR-AREA-RATIO (FAR)**

**Issue:** We believe the FAR standard of 2.0 in sub-districts UC4, 5, 6, 9, 12, and C1 are set too low. This standard does not allow for a density appropriate to an urban development zone, therefore restricting the highest and best use for each parcel. A sufficient critical mass is needed to bring "life" to a redeveloping urban area in the form of residents, workers, shoppers and other visitors on a 24-hour basis. This improves the local economy, reduces crime and infuses the area with a vibrancy that otherwise would be unachievable.

**Proposed Resolution:** Consider increasing the maximum FAR to 4.0 in the above-referenced sub-districts to allow for the flexibility of developments that are beneficial to the community and economically viable for builders.

**IV. IV. PARKING RATIOS: minimum but acceptable.**

**V. V. OPEN-SPACE REQUIREMENTS**

**Issue:** Open-space requirements in the UCSP are proposed at 200 square-feet per dwelling unit. This prevents any reasonable development from occurring, considering proposed FAR and lot coverage maximums.

The following is an example of why this is true:

Consider a hypothetical residential project planned on a 50,000-square-foot parcel. The Lot Coverage Maximum is 70 percent, meaning that 35,000 square feet of the site is buildable. With an FAR of 3.0, that translates into a maximum 150,000-square-foot project. Now assume that the average unit size is 1,100 square feet. That means the project could accommodate at most 136 units. If the open space requirement is 200 square feet per dwelling unit, that would require 27,200 square feet of total open space, or more than half of the 50,000 square-foot site. Even if every unit had a 75-square-foot balcony, that would leave 125 square feet of open space needed for each unit, or 17,000 square feet total. This example does not even include the space required for driveways, curbs, sidewalks and guest parking; all of which can not be counted as open space. As you can see, this requirement renders development impossible.

**Proposed Resolution:** Set open-space requirements on a sliding scale based on lot size and number of dwelling units. This method is used by the City of San Diego in its Planned District Ordinance for downtown (see Attachment D). Arbitrarily choosing any one number suggests a "one-size-fits-all" approach that doesn't allow for unique architectural characteristics from project to project.

**VI. VI. SITE-SPECIFIC VARIANCES**

We believe that any planning document must be flexible enough to address certain special circumstances that would otherwise require the city to go through a lengthy and expensive General Plan amendment process. In this case, we request that the city add a "site-specific variance" clause to the UCSP to accommodate projects with special or unique circumstances, such as major employers, government entities or projects with significant community benefits. These special circumstances, if they exceed stated development guidelines in the General Plan or UCSP, would not require an amendment to these documents, but would require City Council approval.

**VII. VII. DEVELOPMENT IMPACT FEES**

We believe that to attract the highest quality and volume of redevelopment activity within the area governed by this UCSP, it is important for the City of Chula Vista to seriously consider waiving all Development Impact Fees ("DIF") for new projects for a

period of 10 years. In discussing this issue with Centre City Development Corporation (CCDC), we learned that waiving the DIF was a major incentive for developers to invest within the City of San Diego's urban core. Nearly 7,500 new condominium units were built and sold between 1999 and 2005. According to Frank Alessi, chief financial officer for CCDC, the tax increment received from these redevelopment projects more than compensated for the loss of DIF.

**VIII. EXCLUSION OF RESIDENTIAL USES IN SUBDISTRICT UC5.**

**Issue:** The UCSP as drafted excludes residential uses from sub-district UC5 (Soho). We believe it is not in the best interest of the city to exclude residential uses from UC5 along the H Street transit corridor. Thriving neighborhoods rely on 24-hour activity and the ability to have a "live-work-play" environment.

**Proposed Resolution:** Primary Land Use mix within this sub-district should allow residential uses.

**IX. EXCLUSION OF MEDICAL OFFICE USES IN SUBDISTRICT C1.**

**Issue:** Excluding medical office use prevents the best and highest use of the parcels and is inconsistent with existing medical office buildings within the sub district (Center Medical Plaza at 865 Third Avenue).

**Proposed Resolution:** Add medical office uses within this sub-district.

**X. CONCLUSION**

Thank you in advance for your consideration and review of our comments and proposed revisions. We look forward to working with the City to develop the best possible UCSP that will benefit Ghula Vista and its residents for many years to come.

Sincerely,



James V. Pieri  
President & CEO  
Mountain West Real Estate

Jvp/cd  
CC: Dave Rowlands, City Manager  
File





## LAND USE AND TRANSPORTATION ELEMENT CHAPTER 5

- Parcel size
- Height limits
- Lot coverage allowed
- Requirements for setbacks, landscaping, and open space
- Provision of required pedestrian-oriented and transit-oriented amenities
- Development standards and design guidelines
- Type of parking provided: surface, below grade, or structured
- Adjacency to sensitive land uses, such as single-family neighborhoods

Actual FARs on a parcel by parcel basis may vary from the area-wide FARs referenced by policies for various Focus Areas, provided that the predominant building height intents are not exceeded. There are also opportunities for property owners/developers to achieve increased density and/or FAR within a particular General Plan range through use of an incentive program that would be implemented by the City. This topic is further discussed in Section 7.13, Relationship of Density/Intensity to Amenities, of this element.

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### 4.8.3 Height

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This General Plan uses three terms to define basic categories of building heights:

- Low-rise: 1-to 3 stories
- Mid-rise: 4 to 7 stories
- High-rise: 8 or more stories

These height ranges identify the general building heights intended within a particular area. As presented through policies in the Area Plans in Sections 8.0 - 10.0 of this element, one category, such as low-rise, may be stated to be the predominant, intended building height, with another category, such as mid-rise, allowed for some of the buildings. The categories are generalized in this manner to allow some discretion in the establishment of more detailed zoning regulations in a particular context.

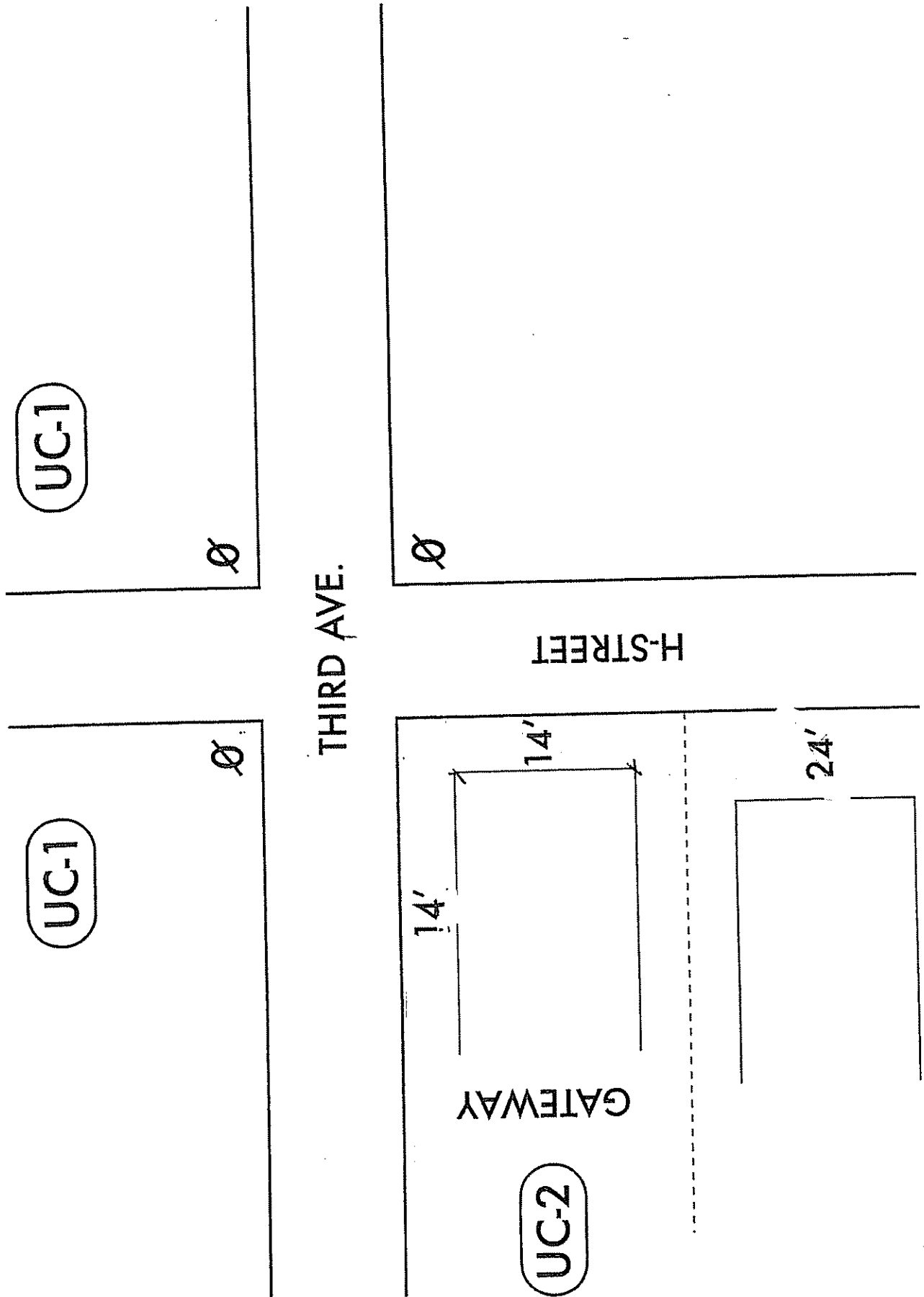
Height variations of one to two stories may occur within a particular area's identified height range, provided the predominant height character is maintained. Within areas identified as allowing for some "high-rise" building heights, extra care and consideration shall be given to allowing for such structures as further discussed in LUT Section 7.2, Urban Design and Form. High-rise building heights are not considered to be unlimited, but rather are intended to be evaluated and moderated through the criteria presented in Section 7.2.

Consistent with these General Plan intentions, actual allowable building heights and the extent of any variations within particular areas will be governed by the applicable zoning regulations and/or design guidelines for such areas.

# TYPICAL DEVELOPMENT PATTERNS

COMMERICAL BUILDING							RESIDENTIAL BUILDING							
94'							88'							
13'	13'	13'	13'	13'	13'	16'	FLOOR 7	12'	12'	12'	12'	12'	12'	16'
							FLOOR 6							
							FLOOR 5							
							FLOOR 4							
							FLOOR 3							
							FLOOR 2							
							FLOOR 1							

# INCONSISTENT SETBACK EXAMPLE



2-80

*public parkland* shall agree to execute a deed transferring ownership of the site to the Redevelopment Agency.

- (E) Approval for *Development*. When the use of *TDR* is necessary for the approval of a building permit for a project on a *receiving site*, the City shall not issue any building permits unless the *CCDC President* has issued a written verification that the owner of the *receiving site* is entitled to the amount of *GFA* for the project based on a recorded *Certificate of Transfer*.

(Added 4-3-2006 by O-19471 N.S; effective 5-3-2006.)

#### **§151.0310 Development Regulations**

- (a) Minimum *Lot Size* and Coverage: no requirements.
- (b) Minimum Building *Setbacks*. None, except where specified in Section 151.0310(c) and (d); and the *CCDC President* may require up to a 10-foot interior *property line setback* where a project is adjoining an existing residential project to maintain minimum provisions for light and air.
- (c) Building Heights. The overall height of a building shall be measured from the average of the highest and lowest *grades* of the site to the top of the parapet of the highest habitable *floor*. Uninhabited roof *structures* that conceal mechanical equipment and elevator and stair overruns are exempt from this requirement, provided that they do not project above a 45-degree plane inclined inward from the top of the parapet(s) of the nearest building wall(s), up to a maximum height of 30 feet. The maximum heights of buildings are illustrated in Figure F, Building Height and Sun Access, with the following additional restrictions:
- (1) For sites within the Little Italy Sun Access Overlay, a maximum building height limit of 150 feet applies. A maximum building height envelope shall be further defined as follows and as illustrated in Figure N:
- (A) On blocks north of Cedar Street, all *street frontages* shall be defined by a maximum 50-foot *street wall* along all *street frontages*. Above the 50-foot *street wall*, the maximum building envelope is defined by: along the east and west frontages of a block facing

(F) *Upper Tower*

The *upper tower* is defined as the upper 20 percent of the *tower*, measured above the *base* or *mid-zone* to the top of the building including mechanical *penthouses*. The *upper tower* shall be designed to avoid a cut-off, flat top appearance as described in Section 151.0311(g)(5) of this Division.

(e) *Ground Floor Heights*

The minimum ground *floor* height for buildings, measured from the average *grade* of the adjoining public sidewalk, in increments of no more than 100 feet along a project frontage, to the finish *floor* elevation of the second *floor*, shall be:

- (1) Average of 12 feet for buildings containing ground *floor* residential uses;
- (2) Average of 15 feet, but not less than 13 feet, for buildings containing ground *floor* non-residential uses; and
- (3) Average of 20 feet, but not less than 18 feet, for buildings containing ground *floor* active commercial uses within *Neighborhood Centers* or along *Main Streets*.

(f) *Commercial Space Depth*

The minimum depths of commercial, ground *floor* spaces shall be:

- (1) 25 feet along 75 percent of the commercial space frontage along a public *street*; or
- (2) 40 feet along 75 percent of the commercial space frontage along a designated *Main Street*; and
- (3) 15 feet along the remaining 25 percent of the commercial frontage if needed to accommodate other internal functions of the building.

(g) *Residential Project Requirements*

- (1) The following standards apply to residential projects that contain 50 or more *dwelling units*:
- (A) *Common Outdoor Open Space*. Each project shall provide *common outdoor open space* either at *grade*, podium level, or roof level. *Common outdoor open space* areas shall have a minimum dimension of 30 feet, or 40 feet when bordered by three building walls exceeding a height of 15 feet, and may contain active and/or passive areas and a combination of *hardscape* and landscape features, but a minimum of 10 percent of the *common outdoor open space* must be planting area. All *common outdoor open space* must be accessible to all residents of the project through a common corridor. Projects shall provide *common outdoor open spaces* as a percentage of the *lot* area based on the following:

TABLE 0310-C: COMMON OUTDOOR OPEN SPACE	
Lot Size	% Common Outdoor Open Space
≤10,000 sf	10
10,001 – 30,000 sf	15
>30,000	20

- (B) *Common Indoor Space*. Each project shall provide at least one community room of at least 500 square feet for use by all residents of the project. The area is recommended to be located adjacent to, and accessible from, *common outdoor open space*. This area may contain active or passive recreational facilities, meeting space, computer terminals, or other activity space, but must be accessible through a common corridor.
- (C) *Private Open Space*. At least 50 percent of all *dwelling units* shall provide *private open space*,

on a balcony, patio, or roof terrace, with a minimum area of 40 square feet each and an average horizontal dimension of 6 feet. Balconies should be proportionately distributed throughout the project in relationship to *floor* levels and sizes of units. *Living unit* projects are exempt from this requirement.

- (2) Pet Open Space. Each project shall provide a minimum area of 100 square feet improved for use by pets clearly marked for such exclusive use.

(Added 4-3-2006 by O-19471 N.S.; effective 5-3-2006.)

**§151.0311 Urban Design Regulations**

Focusing on how buildings and the spaces between them are consciously designed and integrated, the following urban design standards are intended to create a distinct urban character for the Centre City Planned District; ensure that *development* is designed with a pedestrian-orientation; and, foster a vital and active *street* life.

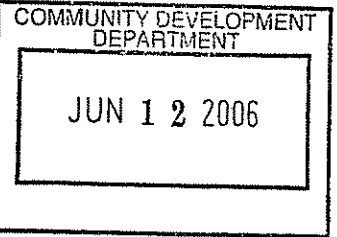
(a) Building Orientation

All buildings located on a public *street* shall be oriented toward, and have their primary entrances facing on or toward, the public *street*.

(b) Facade Articulation

The *street wall* façade along *public rights-of-way* in all districts shall be architecturally modulated by volumes that are 100 feet in width or less, and:

- (1) Smaller modulations may be incorporated within larger volumes;
- (2) Volumes along the *street wall* must be defined by structural bays and/or substantial reveals or offsets in the wall plane,



June 9, 2006

CVRC Members  
276 Fourth Avenue, MS C-400  
Chula Vista, CA 91910



Dear Members of the CVRC,

Douglas Wilson Companies (DWC) has actively followed the development of Chula Vista's Urban Core Specific Plan and would like to offer constructive feedback based on time taken to review the most recent draft of the plan. In reviewing the UCSP we have had several discussions with industry professionals to provide feedback. The following constructive review is based on perspectives from the DWC internal team, architects and contractors input.

As discussed with councilman Rindone during a May CVRC meeting we have identified that our main point of feedback is with respect to the nuances of height limits in various districts throughout the UCSP. We felt it important to raise these issues so Chula Vista can consider adjustments pending their re-development expectations. In each case our feedback is intended to shed light on the relationship between construction codes and three of the proposed height limits. In addition we believe it is critical for the City to understand how prospective investors and their own expectations for re-development might be impacted.

The following are points of information regarding the 45 foot, 60 foot and 84 foot height limits that occur within the UCSP. The caveat to all this discussion is the fact that all builders may not try to build to the max height allowable based on cost constraints and other variables, but the intent of letter is to show that slight adjustments in height will keep policy from eliminating design considerations for desired floor to ceiling heights and the 4<sup>th</sup>, 5<sup>th</sup>, 7<sup>th</sup> or 8<sup>th</sup> story of prospective buildings.

#### **45 Foot Height Limit**

If the expectation of the City in all sub districts with the 45 ft height limit is 3 story buildings or less, then the 45 ft height limit will not impact this expectation

If the expectation of the city is to achieve up to 4 story residential buildings in the sub districts that are currently designated with a 45 foot height limit then the expectation of a fourth story could be difficult and in some cases unrealistic.

The point of bringing attention to the 45 ft height limit is to point out that construction code for a four story type V (wood) building dictates a height maximum of 50 ft from finished grade to the mid point of the roof line or to the top of parapet. In most cases the top of the fourth story (not including parapet or sloped roof) will be right at or just below the 45 ft mark. In the case where additional height on the first floor is included for



retail use then the top of the fourth story (not including parapet or sloped roof) may require the top of the fourth story to be at 46, 47, 48 or even 49 feet.

Compressing these buildings is a potential solution but this would lead to less desirable living conditions on certain floors of the building and may force the design to lose the fourth story all together. There are only minor differences between building code and proposed policy, which would suggest a need for slight adjustments to policy only if the city would like to see more four story buildings in these sub districts. Likewise, if the city does not want to impact desirable floor to ceiling areas, then policy should make sure that buildings have the flexibility for the top of the fourth story to be slightly higher than the 45 ft mark.

*\*\*Although other construction methods do not have the same height restrictions as type V they will be held to the same design constraints as a type V with respect to a need for a few more feet in height.\*\**

#### **60 Foot Height Limit**

Similar to the 45 foot height limit the 60 foot height limit creates a 5 ft variance between building code and policy. Building code for a five story type III (wood) building dictates a maximum height of 65 feet. Beyond type III there are several construction type combinations that could provide a single or mixed use five story building. However, for all of the same reasons as above the 60 foot height limit can put the fifth story of a design in jeopardy unless lower floors are compressed below desirable floor to ceiling heights. If the City desires five story buildings in these locations, while limiting building compression, then slight adjustments to the height limit should be considered. If successful five stories projects are desired in these sub districts then the building would need the flexibility to have the top of the fifth story somewhere between 60 and 65 feet.

#### **84 Foot Height Limit**

The 84 foot height limit presents similar issues with the feasibility of a 7<sup>th</sup> or 8<sup>th</sup> story depending on design. The impact of the building code in these sub districts are the building code requirements that require significant additional cost considerations if the floor level of the top story is above 75 feet. The City's desired scale in these sub districts is perfectly acceptable and we believe the desire in these sub districts is to have up to 7 and 8 story structures. In this case the City should understand the strong likelihood that all designs in these sub districts will not allow the floor level of the top story to exceed the 75 foot mark. With an eighty-four foot height limit the top story would only have 9 feet floor to ceiling if a design brought the floor of the top level close to 75 foot mark. It is obviously feasible to compress the building, or take out a floor, but this example demonstrates that an additional 3-4 feet of height limit would permit a potentially desired additional story while maintaining the exact scale that matches the city's desire. In this case the design with a few more feet of height latitude would better serve the ultimate end user and permit more flexibility in programming successful projects.

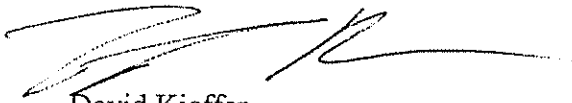
**Summary**

Building design naturally gravitates to the design constraints of construction codes and municipal codes. When both codes are in tune the result is ease of coordination between city staff, design teams and most importantly public/civic review boards. The above presentation demonstrates the subtle difference between the impacts of the current height limits as it relates to construction code and the ultimate project design. In each case the end conclusion is that slight variation to the height parameters will prevent undesirable design with respect to floor to ceiling heights and prevent the loss of potentially desired top floors of structures. Additionally it is important to understand that the ultimate scale and presentation of finished projects will be virtually the same if a 3-5 foot height variation is introduced. Through all of this we hope to have conveyed that slight height adjustments would be important to consider and ultimately will allow the flexibility to design excellent projects to best serve the residents of Chula Vista.

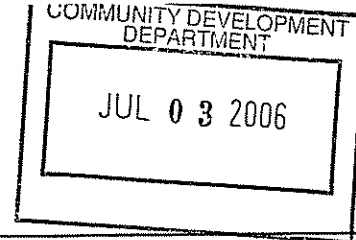
In the event any member of the City would like to visit on any of the aforementioned information we would be pleased to do so. Thank you for your time and consideration.

Sincerely,

**DOUGLAS WILSON COMPANIES**

A handwritten signature in black ink, appearing to read 'David Kieffer', with a long horizontal flourish extending to the right.

David Kieffer  
Managing Director



---

GLEN R. GOOGINS ■ ATTORNEY AT LAW

VIA EMAIL: HARD COPY TO FOLLOW VIA US MAIL

June 29, 2006

Mr. Brian Sheehan, Senior Community Development Specialist  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

RE: Request by Walt Schanuel for Conforming Modifications to the City of Chula Vista's Draft UCSP

Dear Mr. Sheehan:

Thank you for taking the time to meet with me last week.

As a follow up to that meeting, the purpose of this letter is to formally request that the City revise the C-3 zoning district regulations in the pending draft Urban Core Specific Plan ("UCSP") so that they better implement the applicable land use visions, policies and objectives set forth in the City's recently approved General Plan Update ("GPU").

As you know, I am working with Walt Schanuel to explore the development potential of approximately 1.5 acres of his property located at and around 590 Flower Street and 169 Broadway in Chula Vista (the "Property"). Towards this end, I recently analyzed the existing and proposed land use regulations that govern the development of the Property. My analysis focused on the goals, objectives and policies in the recent GPU, the existing underlying zoning for the Property, and the proposed regulations within the pending draft UCSP.

In my analysis, I found some inconsistencies. We talked about a number of these in our meeting, but the main issue is this: the UCSP is proposing zoning regulations that contemplate and encourage commercial development at and around the Property while the approved GPU contains land use designations that contemplate and encourage mixed use/multi-family residential development at and around the Property.

In order to remedy these inconsistencies and to better implement the GPU's vision for the area we are recommending the following changes to the C-3 district regulations in the draft UCSP:

1. Include Residential as a Primary Land Use. The C-3 Broadway North "zoning sheet" should be revised to include "Residential" as a "Primary Land Use". We

would suggest 70% as the district "Max" for residential uses on Broadway; however, 100% residential projects should be permitted off Broadway. Reasonable residential parking regulations, open space requirements and other appropriate residential standards would also need to be added. (The UC-13 Mid Broadway district may be a good place to look for appropriate versions of these standards.) Development standards for mixed use projects should also be added per GPU policy LUT 54.6.

2. Revise the Land Use Matrix so that Multi-Family Residential and Mixed Use Projects are Permitted without a CUP. Within the current draft of the C-3 zoning regulations the following land uses would require a CUP (efficiency apartments, townhouses, multi-family dwellings, mixed commercial/residential projects and shopkeeper units). However, these types of projects appear to be exactly the type of development contemplated and encouraged by the GPU for this area. [See, for example, the North Broadway Focus Area "Vision" set forth at Page LUT-193 and the Policies under Objective LUT 54.] These same uses are "Permitted Uses" (that do not require a CUP) within other UCSP districts with similar GPU land use designations, goals and objectives (for example, UC-1, UC-2, UC-10, UC-13 and UC-15). Accordingly, we request that these development types also be treated as "Permitted" uses within the C-3 district. The need for this modification is especially acute within the areas of the C-3 district that have a land use designation of Medium Residential, and an underlying zoning designation of R-3 (for example, the portions of Mr. Schanuel's Property that abut Flower Street). Unless these changes are made, an area that has been historically residential--and that abuts similar residential land uses--would all of a sudden need a CUP to develop a residential project.

3. Increase Maximum Development Intensities. The North Broadway Focus Area of the GPU--which encompasses the C-3 Broadway North zoning district--contemplates a zone wide average density of 40 dwelling units per acre with building heights on Broadway ranging from low-rise (1 to 3 stories) to mid-rise (4 to 7 stories) [See LUT 54.3 and 54.4]. However, the current C-3 development standards would not allow this density or scale of development. The current C-3 FAR is 1.0 and the maximum building height is 45 feet. If built to these maximums--using today's building standards, typical unit sizes and applicable set backs--Mr. Schanuel's 1.5 acre Property could only support in the range of 20 to 25 residential units. This is contrary to the specific regulations and intent of the GPU's North Broadway Focus Area that expressly envisions the addition of "higher-density residential units" in the area.

The properties with the C-3 zoning district along Broadway south of D Street (including Mr. Schanuel's Property) are also located within the GPU's E Street Visitor Focus Area. Encouraging higher residential densities near--and with good access to--transit hubs is a core objective of both the GPU and the UCSP. Accordingly, the vision, objectives and policies for this planning area also suggest that higher development intensities should be encouraged at and around the Property. Applicable policies in the GPU contemplate 40 units per acre within the Mixed Use Residential designation [LUT 55.7]. The commercial/retail component (alone) of mixed use projects proposes an

aggregate FAR of 1.0 [LUT 55.9]. And, building heights range from low to mid-rise [LUT 55.9]. The Schanuel Property is located less than half a mile from the E Street station. Similarly situated "Mixed Use with Residential" planning areas about a half mile away from the H Street transit hub contain substantially higher maximum intensity levels. (See for example the Mixed Use with Residential land use designated areas within the UC-12 H Street Trolley zoning district.) As a compromise between the pure transit-oriented areas within the UCSP and the existing C-3 standards, we believe that the UC-13 zoning district may provide a good model of mid-range development standards and intensities.

If a reasonable increase in development intensity were to be made at and around the Property, such an increase would be well buffered by the surrounding R-3 zoning designations. Such designations already allow for low to medium density residential development. The current R-3 zoning extends all the way down Flower Street, on both sides, for a full block in either direction: to 5<sup>th</sup> Avenue to the east, and to Woodlawn to the west. These existing low to medium density zones could continue to serve as an effective transition between a somewhat higher development intensity near Broadway and the single family densities, blocks away, within the area's internal neighborhoods.

This area of the City has not received the highest profile attention in the City's recent land use planning efforts. However, it is an important "gateway area" that is very much in need of a high quality project to jump start its revitalization. We believe that Mr. Schanuel's Property could be just the site for such a project. Mr. Schanuel is already talking with adjacent property owners regarding the possibility of joining forces to assemble a larger development block. Even a high quality, multi-family stand alone project off Broadway would be a great addition. Either path would be facilitated by zoning rules that fully implement the GPU's vision for the area and that eliminate the uncertainty and time requirements of a CUP process.

Thank you in advance for your consideration of these requests. We believe that our requests are based on good planning principles. We also believe that our requests are consistent with and build upon the good work already built into the GPU, the draft UCSP and the EIRs prepared in connection therewith.

After you have reviewed this letter, please call me with any questions. We can then set up a follow up meeting. Ideally we would meet before the end of the public comment period for the UCSP EIR which I understand to be July 13<sup>th</sup>.

Very truly yours,

  
Glen R. Googins  
Attorney at Law

2-90

Mr. Brian Sheehan

June 29, 2006

Page 4 of 4

cc: Steve Padilla, Mayor  
Dana Smith, Assistant City Manager  
Mary Ladiana, Environmental Planning Manager  
Erik Crockett, Redevelopment Manager  
Diem Do, Senior Community Development Specialist  
Mr. Walt Schanuel

2-91

July 6, 2006

Mr. Brian Sheehan,  
Senior Community Development Specialist  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

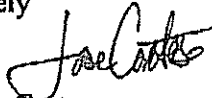
RE: Request for Amendment to the City's Draft UCSP to add the Properties  
Located at 311 through 325 G Street to the V-3 West Village Zoning District

Dear Mr. Sheehan:

As you know, I own the residential properties located at 311 through 325 G Street in Chula Vista. Per our recent conversations, I would like the City to consider adding these properties to the Urban Core Specific Plan. The properties are located adjacent to the V-3 "West Village" zoning district and are suitable for development per the draft V-3 development standards.

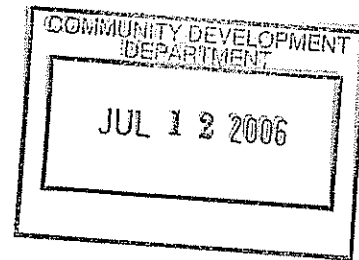
I would like to meet with you to discuss my proposal for inclusion in the UCSP, and to discuss additional ways the City may be able to assist me in redeveloping the site. I will contact you soon to set up such a meeting.

Sincerely



Jose A. Cortes

2-92



July 7, 2006

Mr. Brian Sheehan,, Senior Planner  
City of Chula Vista  
276 Fourth Ave  
Chula Vista, Ca 91910

Dear Mr. Sheehan,

Based on a review of the Urban Core Specific Plan, I recommend changing the proposed zoning for 708 H Street from UC-10 to UC-12. This property is located in the transit focus area, directly across from the H Street trolley stop and is bounded on the west by Interstate 5 and on the south by an elementary school.

UC-12 zoning will increase the allowable density which is consistent with the Plan's goal to have the highest density zoning near the trolley/transit complex.

A zoning of UC-12 on the south side of H Street will recapture some of the density lost when the Holiday Gardens condo development opted out of the rezoning plan. Also, the MTDB trolley property is already proposed to be UC-12.

Finally, because 708 H Street is bounded on the south by a public school, the zoning of UC-12 will not impact the City's strategy to gradually transition from high to low density.

Thank you for considering this recommendation.

Sincerely,

A handwritten signature in cursive script that reads "Evelyn Torres".

Evelyn Torres  
Bison Mobile Home Park



**Brian Sheehan**

---

**From:** judy cave [cu4t@worldnet.att.net]  
**Sent:** Saturday, July 08, 2006 11:01 AM  
**To:** Brian Sheehan  
**Subject:** ucsp

Dear Mr. Sheehan, Please do not even consider buildings higher than three stories in the area known as the "Third Avenue Village". To do otherwise, would be a massive endeavor and hardly welcoming to it's citizens. The buildings need to be away from the sidewalks with greenery, brick and interesting entrance areas and lots of trees. The city is encouraging more citizens into the area and we have to enjoy the environment you are creating. The landscaping on the east side of Chula Vista is very nice. We need that same kind attention on the west side. The building project at 3rd and H St.. is not welcoming at all. There is very little greenery and very few trees. With all the increase in traffic, we badly need the trees to absorb the car pollution which is very apparent, already. I know we have creative staff working on this project. I only hope [and pray] they will incorporate the needed environment to really enhance this lasting developement. Sincerly, [Mrs.] Judy Cave, 345 Hilltop drive, Chula Vista , CA. 91910

07/11/2006

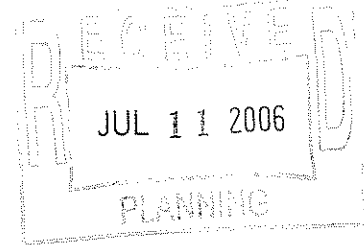
2-94

Emilie Stone  
7161 Malta St.  
San Diego, CA 92111

HAND DELIVERY

July 11, 2006

City of Chula Vista  
Mayor Padilla, City Council, and Redevelopment Dept.  
276 4th Ave  
Chula Vista, CA 91910



RE: Urban Core design and General Plan  
Parcels located H and Broadway St  
502, 510, and 520 Broadway, and adjoining 516 and 646 H St.

Dear Honorable Padilla and other City Representatives:

I am writing in response to the Urban Core Plan and it is my understanding this will limit our ability to redevelop as we have been planning. I have been a big proponent of mixed use for quite sometime. I believe Shopping Center such as the Ralph's/Trader Joes Center in Hillcrest, San Diego is a great model of mixing commercial retail with residential. The way I am reading the plan and maps the Chula Vista Shopping Center across the street, Residential use is being added. And I would like the same consideration. We the smaller centers deserve the same rights and benefits of the larger landholders and projects, especially when they are in the same location.

We currently have apartments in the back of 510 and would like to redesign maintaining residential use with apartments above some of the retail. Currently the 'Plan' to be only commercial is limiting our future design, use and ultimately its benefit for Chula Vistas housing needs.

The City purports to want to be "pedestrian-oriented," yet has designed the 'Beautification Project' so pedestrians are weaving back and forth around plantings on a five foot sidewalk and wants to change H St from a 4 lane to a 6 lane road increasing traffic speed, and opposite pedestrian friendly and retail in the area. For this recent project, not only land was acquired from the adjacent properties, over the years the City has acquired property from us in excess 12,000 s.f. since 1946 for various projects, this figure does not include utility easements.

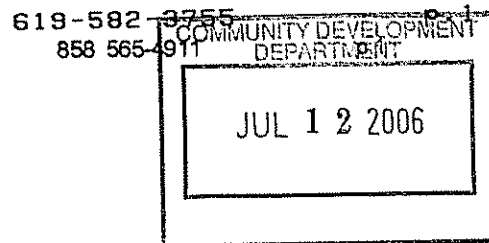
I am formally requesting the City do not limit our use to only commercial, but maintain our current mix including residential and allow us to build upward to provide much needed housing. Mid-rise apartments continue to allow our commercial tenants to live on site and would allow others the same benefit making use of the location between the Trolley and Regional Mall. Again, I respectfully request the Southwest corner of H St and Broadway be designated Mix Commercial use, with Residential use with Mid-rise designation.

Sincerely,

Emilie Stone  
Owner and Property Manager  
Las Tiendas Shopping Center  
S/W Corner of H and Broadway St., Chula Vista

2-95

Jul 11 06 12:18p harriet stone  
Jul 11 06 07:14p Emille Stone



Harriet Stone  
6566 Ridge Manor Ave.  
San Diego, CA 92120

July 11, 2006

City of Chula Vista  
Mayor Padilla, City Council, and Redevelopment Dept.  
276 4th Ave  
Chula Vista, CA 91910



RE: SW Corner at H and Broadway

This communication is being sent to all of you regarding the Land use in the North West portion of the Urban Core. My family and I have been owners of land in this area (SW corner of H St and Broadway) since 1946 and have redeveloped it several times since. Your current plan/proposals devalues the area and our use of our land.

Chula Vista is having significant growth and is predicting this to continue. Yet at the same time our use is being limited to height potential. Tall buildings are being favored in certain areas while others are being limited to three stories. The Chula Vista Mall is directly across Broadway St from us and they are being changed to Mixed use with Residential. I see no reason we shouldn't have the same option. We may not have acres, but we certainly have large enough parcels to create a nice mixed use of commercial with Residential mixed in and above.

It has been our desire to redevelop the corner property at 502, 510, 520 Broadway along with 516, 646 H St. into a mixed use of residential apartments above the commercial. We currently have residential, yet according to the map on LUT-185 this will no longer be the case when we redevelop. This is unjust and we wish to have the same rights as the Mall directly across the street.

Over the years we have had to give the City quite a bit of property just to be able to exist. First it was forty feet the entire length of our property on H St. to expand the entire street to Rohr Co; then a five foot easement for Madison Ave to connect South; and then the City decided to let the South neighbors to eliminate their obligation to create Madison Ave. South.

My father developed the corner for a Gas Company in 1952 and also built a Market. He built an Apartment building in 1958; in order to redevelop we had to donate 190' by 12' on H St for a right turn, and donate 150' by 12' for a bus stop on Broadway; the last gift for a 2' wide for the H St 'Beautification' project. This has been quite sizeable and costly in terms of net income and has limited our potential for growth and development. Now our use is in jeopardy by being further limited. I would appreciate your consideration to see that the use be corrected to remain the same and include residential, also the greater and appropriate height to better serve the community allowing a moderate high rise. Thank you.

Sincerely,

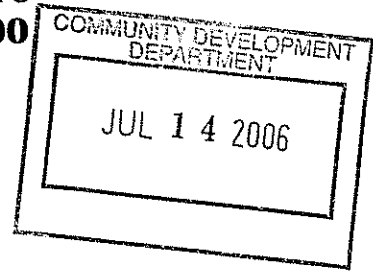
*Harriet Stone*  
Harriet Stone

2-96

# Health Care Structures, LLC

621 Del Mar Ave - Chula Vista, CA 91910

Tel. 619-426-3114 - Fax. 619-426-6700



July 11, 2006

City of Chula Vista  
Community Development Department  
276 4<sup>th</sup> Ave. MS C0400  
Chula Vista, CA 91910

Re: FAR's in the Urban Core Specific Plan

Attn.: Eric Crockett

As the owner of the 3.2 acre site at 835 Third Avenue, I would like to redevelop this property. The UCSP has it within the C-1 district and provides for a maximum FAR of 1.0.

The property to the north is a two-story wood framed and wood sided office building built in the 1970's. The property to the south is a Class A medical building about three years old. The FAR of 1.0 would not allow the development of a similar Class A building.

I strongly advise staff to revisit the FAR of 1.0 in the three corridor districts and suggest raising the FAR to 2.5 or even 3.0. A quality building with the interior and exterior amenities that we all want for this community can not be paid for with the overly restrictive FAR in place.

The impact of a FAR of 1.0 is even more acute on smaller lots. Parking will have to be below grade and the costs of that parking will require more lease space above. The economics of this will leave these properties unable to be developed.

Thank you for your consideration in this matter. Should you have any questions, please do not hesitate to contact me.

Cordially

A handwritten signature in cursive script, appearing to read "M. Kevin O'Neill".

M. Kevin O'Neill  
Managing Partner

MKO:co

2-97

## Brian Sheehan

---

**From:** Tom Mautner [mautner@cox.net]  
**Sent:** Wednesday, July 12, 2006 12:55 PM  
**To:** Brian Sheehan  
**Cc:** mautner@cox.net  
**Subject:** C.V. Downtown Planning

Mr. Sheehan,

The follow concerns the "Urban Core SpecificPlan" currently under development and consideration by the City.

We all agree that the downtown area needs a face lift. However, it would be irresponsible to destroy historic Chula Vista just to obtain presumably profitable investment development for the City. Historic sites must be retained so that the history of Chula Vista is not lost. Our heritage is very important.

Concerned residents for 61 years,  
The Mautner Family

Dr. Tom Mautner  
Consultant, Technology Development  
Micro/NanoSystems, Fluids Modeling, CFD  
tommautner@cox.net mautner@cox.net  
Voice/FAX (619) 421-3855 Cell (619) 227-2650

**Courtney Piper Property Management, LLC**  
**801 Broadway – Chula Vista, CA 91911**  
**Tel. (619) 427-1869 – Fax. (619) 420-1376**

July 12, 2006

City of Chula Vista  
Community Development Department  
276 4<sup>th</sup> Ave. MS C0400  
Chula Vista, CA 91910

Re: FAR's in the Urban Core Specific Plan

Attn: Eric Crockett

As the owners of the 3.3-acre site at the corner of 801 Broadway and K Street we would like to develop this property. However, the UCSP has it within the C-2 district and is calling for a FAR of 1.0 & a maximum height of 45 feet, with 50% retail and 50% office.

We would like to see these figures changed. This is a unique corner lot buffered by a school, senior housing and a parking lot. We strongly advise your staff to raise the FAR in the three corridor districts to 2.5 or even 3.0 and raise the maximum heights to 65 feet. We would also like to see at least a 70% residential component with the rest being office and retail. Without these changes we would be unable to develop this property.

Thank you for your consideration in this matter. Please feel free to contact us at any time.

Sincerely,  
Jim Courtney  
Dan Courtney  
David Piper

2-99



Emilie Stone  
7161 Malta St.  
San Diego, CA 92111

VIA EMAIL

July 14, 2006

City of Chula Vista  
Mayor Padilla, City Council, and Redevelopment Dept.  
276 4th Ave  
Chula Vista, CA 91910

RE: Draft Specific Plan of Urban Core design and General  
Plan  
S/W Corner of H and Broadway St

Dear Honorable Padilla, City Council, Planning and the  
Redevelopment team etc:

I have done some review of the Draft EIR and Draft Specific Plan for the Urban Core and I have some concern and comments I would like considered. I am pleased to see the City taking the effort to try to bring positive changes. I am a proponent of mixed use. That has been a goal of mine to redevelop our parcels with mixed use. The proximity to the Mall and Trolley make it ideal to have residential mixed with Retail. Some of our current apartment tenants already work in our adjacent shopping center and hardly use their car.

I find the use proposed for UC-10 far too low for Residential at only 20% maximum and thus severely under valuing our the location and our property. I see 60-70% residential as very practical for the area as Retail and offices would be on the lower two floors, and Residential on top. The Floor Area Ratio is only at 1.0 max. and the trolley is 6.0 maximum. I believe that being within easy walking distance to the Mall and Trolley we should have a FAR of at least 2 and 3 certainly would give us greater flexibility to address the market needs at the time. I am not looking to have a skyscraper but would like to be able to access the market at the time and design accordingly with a bit higher density especially with need for housing and the proximity to the trolleys and mass transit.

I have enormous issue with the City wanting to make H Street an expressway. Six lanes increases traffic speed, noise and

2-101



pollution. According to the EIR using all the mitigating measures presented in Section 5.8 of the EIR this still won't be enough to cure or mitigate these issues "however, these measures would not reduce the cumulative traffic impacts to below a level of significance." Six lanes even without the impact of the Light Rail Transit affects accessibility to the local businesses in the area therefore, everyone's livelihood on H St. between Hwy 5 and Broadway St. is in jeopardy and the LRT would just further impact all the issues already stated.

The six lane concept also gives me heart burn because the City will be essentially forcing the adjacent property owner to hand over their property for this City Project. I know the City won't approve any build out plans without first securing the taking of the property running along the street. This is one of the main reasons the area is currently in such decay. It is unfortunate but the cost has been too great for redevelopment for most properties along H St. between I5 and Broadway St. Some of the lots are so small they couldn't afford to lose any land and stay in business, as a result there has been a stalemate and improvements have been held up.. I am also concerned that with the median changes left turns will also be limited and again hurting the local businesses. The design of an Express Way will hurt the adjacent business in many ways and this isn't fair.

I have recent experience with the City on the 'Beautification project' along H St. The City has just taken two feet along the frontage of each parcel between Hwy 5 and Broadway along H St for this project that was done in conjunction with the road improvements. And even through we were told by the City it would not be realistic for the City to be wanting to widen the road after spending so much money to 'improve it,' this project of widening H St. to 6 lanes certainly shows up as part of the General Plan and the Draft of the Urban Core Specific Plan

Through out the Urban Core Specific Plan it is stated to have walkable communities. Pedestrians already have a tough time walking through the area new 5-foot zig zagging sidewalks. Increasing traffic speed would only impact their already compromised comfort zone. I wonder if the City has considered making some streets one way only to improve flow. This sure beats having streets widened at the cost of the local owners and businesses.

I am not too familiar with most of the trees selected to be used within the Urban Core. But I am very familiar with the mess Jacarandas make and there high pollen count. The tree itself may not need much trimming but they will need a lot of maintenance because they are exceptionally messy during their blooming season.

2-102

I certainly hope the City allows greater flexibility on the use mix. Let the market tell us whether or not to have 20 or 70% residential. Our center already has residential in the rear and it makes sense to have the rear mostly residential while at the street corner mostly if not all commercial. Thank you for your consideration.

Sincerely,

Emilie Stone  
Owner and Property Manager  
Las Tiendas Shopping Center  
S/W Corner of H and Broadway St.

**CITY OF CHULA VISTA  
URBAN CORE SPECIFIC PLAN**

July 14, 2006

Mrs. Mary Ladiana  
Planning and Housing Manager  
City of Chula Vista  
Community Development Department  
Chula Vista, CA

Dear Mrs. Mary Ladiana:

In response to the City of Chula Vista's request for public comment to the draft Chula Vista Urban Core Specific Plan, dated April 2006, Carrier Johnson offers the following general and specific comments associated with the draft plan based upon our planning investigations within several of the proposed sub-districts.

**Building Heights:**

We have found some issues related to maximum building height that we believe could be revised in relation to standard building practices. The 2002 California Building Code, table 5-B (see *attachment 1*), identifies each construction type and the building height to top of roof for each construction type. In several cases we have found that the building height restrictions set by the draft Urban Core Plan are non-consistent with standard building practices. For example, several primarily residential sub-districts limit building height to 45'. The standard industry practice for low-rise multi-family and single family residential is Type V construction, which allows a maximum building height of 50' to the top of roof. This sectional sandwich is typically comprised of one-level of Type I construction above-grade parking (min 12' floor to floor for acceptable ceiling heights) plus 3 to 4-levels of Type V residential above at minimum 10'-0" floor to floor (assumes 8'-6" ceiling height). The minimum building height for 4-levels of residential over one-level of parking is 52' to top of roof. With minimal site grading, usually grading the parking to partially sub-merge the parking podium, the building height may be calculated at 50'.

Similarly, the draft Urban Core Plan proposes a maximum building height within the mixed-use sub-districts at 60'. The standard industry practice for low-rise multi-family mixed-use is Type V - Modified and/ or Type III wood and/ or light gage metal framing over a Type I concrete podium containing retail, office and/ or parking. This sectional sandwich is typically comprised of one-level of commercial space at-grade (min 15' floor to floor for acceptable retail ceiling heights) plus 4 to 5-levels of residential above at minimum 10'-0" floor to floor (assumes 8'-6" ceiling height). The minimum building height for 5-levels of residential over one-level of commercial is 65' to top

of roof. With minimal site grading, usually grading the podium so as to partially sub-merge the podium the developer may increase the residential ceiling heights to 9'-0" clear (an increasingly more common marketable ceiling height).

With respect to high-rise construction, the building code identifies any building over 75' to the highest occupied floor as a high-rise construction. Most high-rise residential will be classified as Type I construction. The code does not limit the height of high-rise construction types, but fire and life safety systems and structural codes increase in cost with project height. With that said, it should be noted that there are economic break points for developing high-rise construction. The first break point is at an occupied floor exceeding 75', which induces high-rise fire and life safety codes and high-rise structural upgrades, and as such, developers generally push structures well above the high-rise threshold and as close as possible to the second break point. The second threshold is the redundant lateral structures requirement for a building exceeding 240' to the highest occupied floor. This is an extremely costly threshold, and as such, few residential towers in San Diego County have supported project a pro forma above 240'.

In addition to the construction type building code issues identified above, local ordinances and fire access issues can further impact the developable area. For instance, if drive-through fire truck access is required at the ground level of a parking structure, additional building height may have to be allowed for within the city ordinance. But, solely addressing the ordinance may not be sufficient, as the induced height increase may also affect the building construction type.

#### FAR, Lot Coverage, Setbacks and Mixed-use:

Carrier Johnson has noted a general discrepancy between the draft Urban Core Plan allowable FAR and the maximum allowable building heights. For example, the FAR in the C-1 sub-district is 1.0, and the maximum building height restriction in the area allows for a 60' building. If the site were 10,000 sf, the allowable FAR would be 10,000 sf. If a developer proposed a multi-story mixed-use commercial office/ retail structure with a maximum 60' building height (a sectional sandwich including one-level retail at 18' floor to floor and three levels of office at 13' floor to floor), only 25% of the lot would be used and the building would have a very small and highly inefficient floorplate, only 2,500 sf per floor. Assuming that parking is provided at 5 spaces per 1,000 sf, 50 parking spaces would be required at 350 sf per space or 17,500 sf of parking area. With the FAR absorbed by the building program, parking would have to be provided at-grade and below grade. The remaining site area less building footprint of 2,500 sf is 7,500 sf. Assuming that 70% of the remaining 7,500 sf could be assigned to parking (providing for pedestrian circulation and landscape requirements), the available surface parking would be 5,250 sf or 15 cars. The balance of the parking, 35 cars would have to be located subterranean within the maximum allowable site coverage of 70%, or 7,000 sf. Therefore, a below-grade parking facility of 2 levels would be required to satisfy the balance of the parking. This example sights several shortfalls of the draft Urban Core for the C-1 district, (1) Building Height will not be efficiently achievable within the allowable FAR, (2) Large expanses of developable land (minimum 30% to maximum 75%) will remain undeveloped parking lots. Other sub-districts have similar land development issues.

Typically within urban areas density is not governed by lot coverage, as it would be in a suburban model, but rather by FAR. By limiting lot coverage, the draft Urban Core Plan is attempting to preserve open space. By looking at a traditional model used for low-rise infill projects, a 4-story, Type-V construction over a 1-level Type-I parking podium, one would find that the lot coverage is high, close to 80 or 90%. Open space for the project would include the roof of the podium which can be utilized by the occupants and public as an amenity deck, and smaller pocket parks and/ or plaza opportunities located at grade.

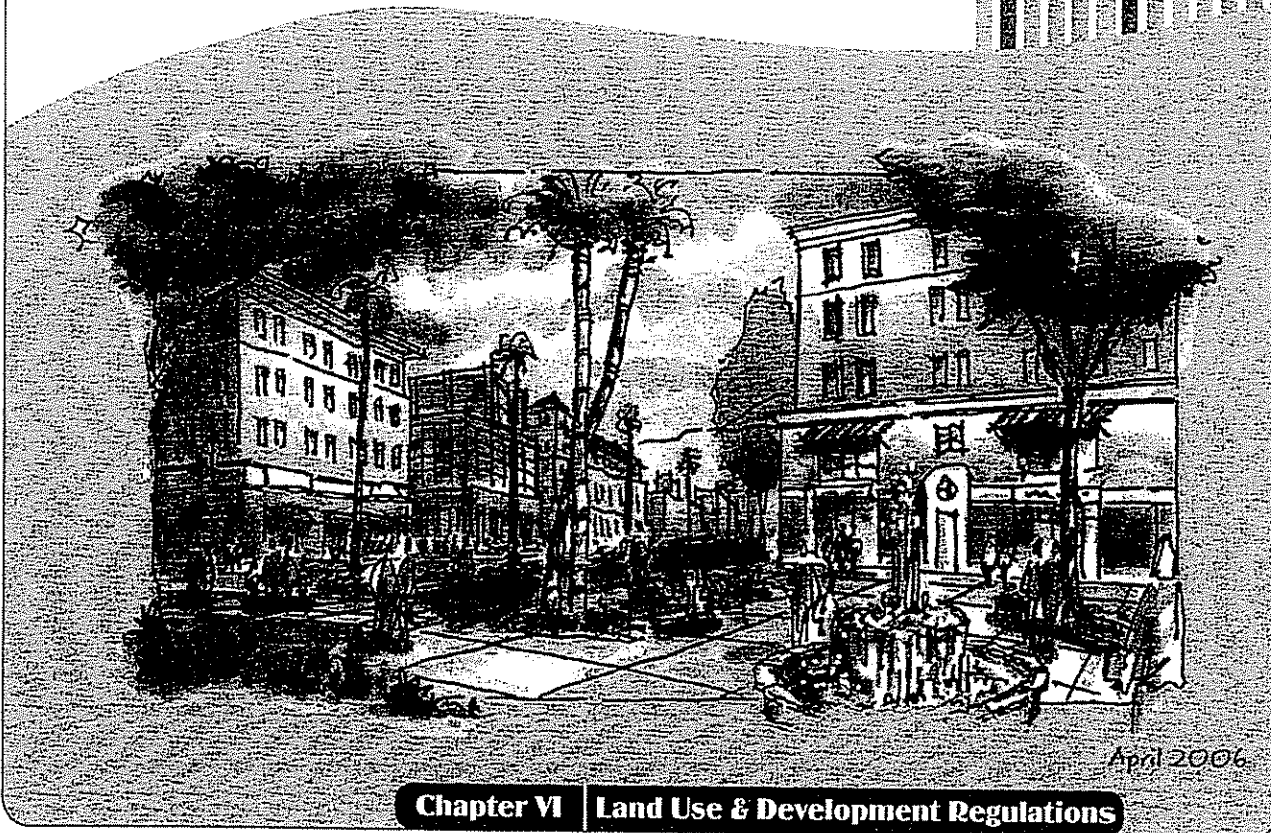
By examining existing buildings in the Third Street area, we have noticed a discrepancy in the allowable FAR compared to the proposed FAR in the draft Urban Core Plan. (see attachment 2) The existing context has several buildings along Third Avenue that have an FAR well above the 1.0 proposed for the C-1 zone. Even with the incentives of affordable housing, Leed-certified buildings, and the dedication of public parks, these FARs are impossible to achieve. This would lead to a disconnected urban plan with a large variety of scale. If new projects were allowed to achieve similar FAR allowances to the existing buildings, the core would fill out and achieve a greater population density in the city.

This brings us to another point, the residential component of the draft Urban Core Plan seems limited by the proposed zoning. With no FAR incentive to build residential, and by requiring a Conditional Use Permit to build residential within certain sub-districts, development of mixed-use projects would be hindered severely. Perhaps an incentive similar to the Mid-Cities Planned District of San Diego should be considered. The incentive to build residential is provided by allowing for an additional 1 sf of residential for every 1 sf of commercial with a maximum increase of 1.0 FAR.

On the issue of setbacks in an urban core, most ground level retail spaces are activated by their relationship to the street. If ground floor retail is promoted in this plan, the front yard setback should have an incentive to go to a 0' setback along main retailing streets. This allows for more visibility for the retail and promotes pedestrian activity along the street. In contrast the wider, more open street feels more suburban. A good urban planning rule of thumb for evaluating the pedestrian comfort and viability of a low-density urban street is to evaluate the street section. Generally speaking, the closer the street section is to a 1:1 street width to building height ratio, the more comfortable the street experience. With that said, the building street setbacks throughout the draft Urban Core Plan should be reviewed and revised as appropriate.

## **VI. Land Use and Development Regulations**

A. Administration	VI-1
B. Land Use Matrix	VI-4
C. Development Standards	VI-10
D. Special Provisions for Neighborhood Transition Combining Districts and Transit Focus Areas	VI-40
E. Special Provisions	VI-42
F. Urban Amenity Requirements and Incentives	VI-48
G. Signs	VI-52
H. Other Regulations	VI-53

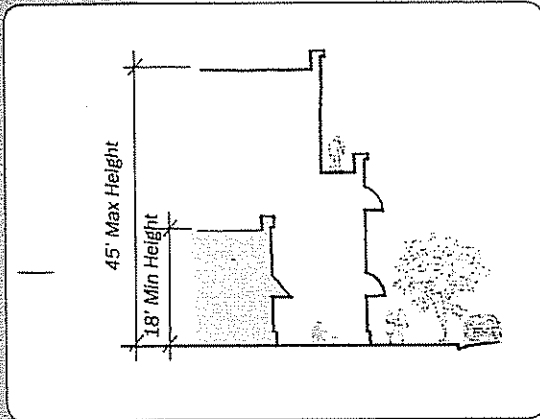


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## V-1 East Village

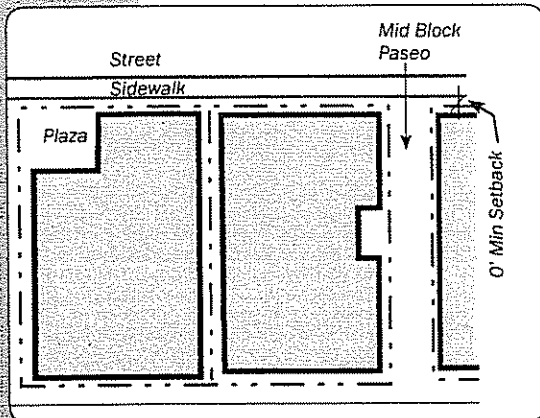
### Urban Regulations

1. **Floor Area Ratio:**  
Min: 1.0      Max: 2.0
2. **Lot Coverage:**  
Max: ~~90%~~ 75%
3. **Building Height:**  
Min: 18'      Max: 45'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 0'      Street Max: N/A
7. **Open Space Requirement:** 200 sf/du
9. **Primary Land Uses:**  
Residential: 100%



Section View

Fig. 6.8



Plan View

Fig. 6.9

### Parking Regulations

1. **Parking Locations:**  
Behind /Subterranean/Tuck Under
2. **Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-14

Chula Vista Urban Core Specific Plan

Public Review Draft

L-108

## V-2 Village

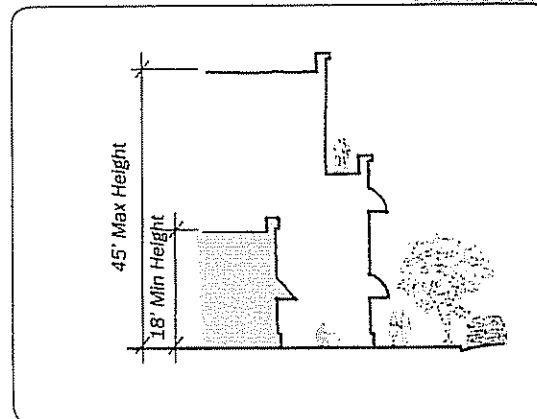
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OK



### Urban Regulations

- Floor Area Ratio:**  
Min: 0.75      Max: 2.0
- Lot Coverage:**  
Min: 75%      Max: 90%
- Building Height:**  
Min: 18'      Max: 45'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** 80% Min
- Setbacks:**  
Street Min: 0'      Street Max: N/A
- Open Space Requirement:** 200 sf/du
- Primary Land Uses:**  
Residential: 40% Max (Not allowed on Third Avenue on ground floor, except for access)  
Retail: 40% Max  
Office: 20% Max (Not allowed on Third Avenue on ground floor, except for access)

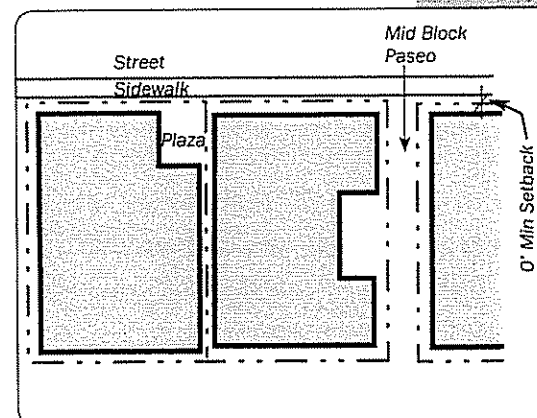


Section View

Fig. 6.10

### Parking Regulations

- Parking Locations:**  
Behind/Subterranean/Tuck Under
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: None
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: None



Plan View

Fig. 6.11

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006



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## V-3 West Village

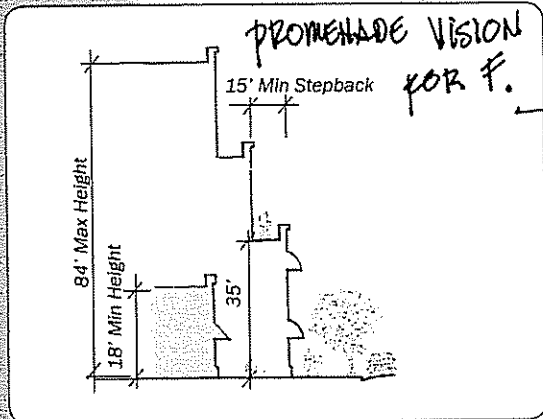
### (Neighborhood Transition Combining District)

#### Urban Regulations

1. **Floor Area Ratio:**  
Min: 2.0 Max: ~~4.5~~ 4.0
2. **Lot Coverage:**  
Min: ~~70%~~ 50% Max: ~~90%~~ 80%
3. **Building Height:**  
Min: 18' Max: 84'
4. **Building Stepback:**  
Min: 15' At Building Height: 35'
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:** ~~Street Min: 0~~ Street Max: N/A  
15' BLDG. SETBACK FROM SIDEWALK ON E St.  
Neighborhood Transition: See Section D. for additional setbacks for parcels adjacent to R-1 and R-2 districts
7. **Open Space Requirement:** 200 sf/du
8. **Primary Land Uses:**  
Residential: 100% Max (Not allowed on ground floor of Third Avenue or E Street, except for access)  
Retail: 10% Max (North of E Street and west of Landis Avenue - retail only)  
Office: 10% Max (Not allowed on ground floor of Third Avenue or E Street, except for access)

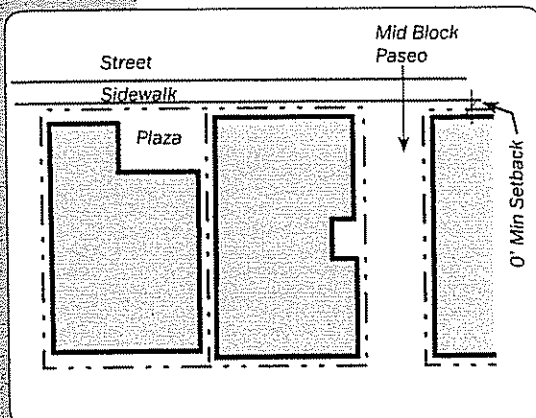
MAXIMUM HEIGHT ON E St. W. OF 4th SHOULD BE 45 FT. TO RESPECT ADJACENT S.F. HOMES (SOME HISTORIC)

MAX. HGT. ON F St. SHOULD BE 60' TO HONOR



Section View

Fig. 6.12



Plan View

Fig. 6.13

#### Parking Regulations

1. **Parking Locations:**  
Behind/Subterranean/Tuck Under
2. **Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%
3. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: None

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-16

Chula Vista Urban Core Specific Plan

Public Review Draft

2-110

## V-4 Civic Center

ADD: (NEIGHBORHOOD TRANSITION  
COMBINING DIST.)

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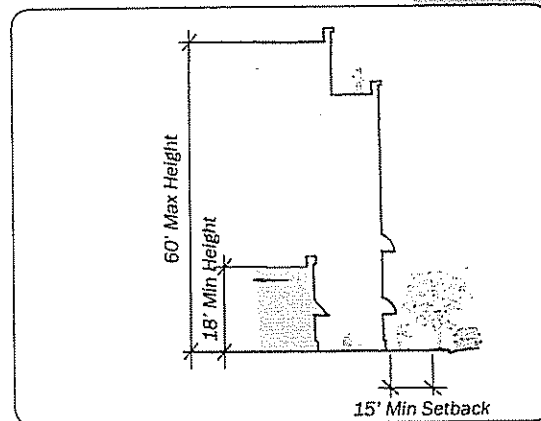
### Urban Regulations

- Floor Area Ratio:**  
Min: N/A      Max: 1.0
- Lot Coverage:**  
Min: ~~45%~~ 40%      Max: ~~80%~~ 60%
- Building Height:**  
Min: 18'      Max: 60'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** N/A
- Setbacks:**  
Street Min: 15'      Street Max: N/A
- Open Space Requirement:** 100 sf/du
- Primary Land Uses:**  
Residential: 100% Max  
Office: 100% Max  
Public/Quasi-Public: 100% Max

### Parking Regulations

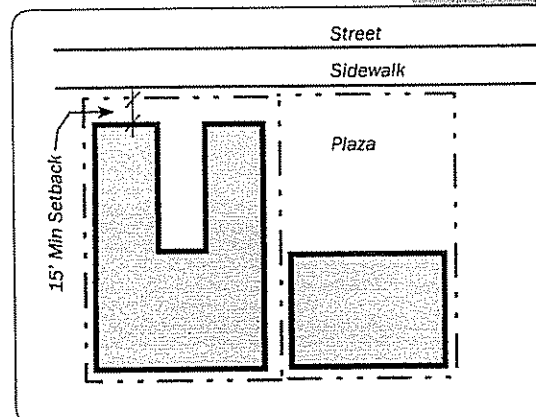
- Parking Locations:**  
Behind/Subterranean/Tuck Under
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: None

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



Section View

Fig. 6.14



Plan View

Fig. 6.15

April 2006

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**UC-1 St. Rose**  
**(Transit Focus Area)**

OK

**Urban Regulations**

1. **Floor Area Ratio:**  
Min: 2.0      Max: 4.0
2. **Lot Coverage:**  
Min: 45%      Max: 80%
3. **Building Height:**  
Min: 30'      Max: 84'
4. **Building Stepback:**  
Min: 15'      At Building Height: 35'
5. **Street Wall Frontage:** 80% Min
6. **Setbacks:**  
Street Min: 0'      Street Max: N/A
7. **Open Space Requirement:** 100 sf/du
8. **Primary Land Uses:**  
Residential: 70% Max (Not allowed on Third Avenue or H Street frontage on ground floor, except for access)

Retail: 10% Max

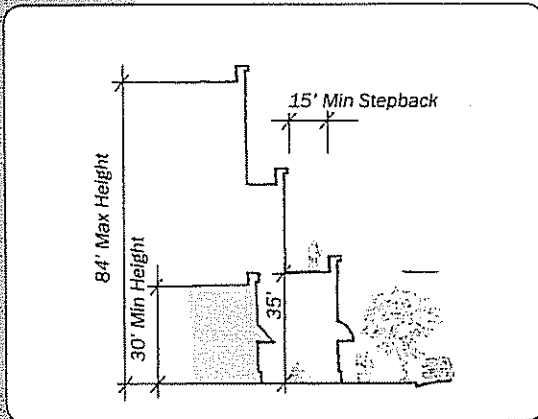
Office: 20% Max

INSTITUTIONAL (St Rose): 100% MAX

**Parking Regulations**

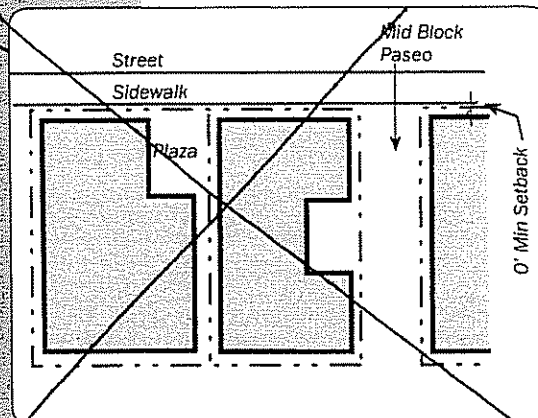
1. **Parking Locations:**  
Structure/Subterranean/Behind/Tuck Under
2. **Residential Parking:**  
Min: 1 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%
3. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: None

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



**Section View**

**Fig. 6.16**



**Plan View**

**Fig. 6.17**

April 2006

VI-18

**Chula Vista Urban Core Specific Plan**

**Public Review Draft**

2-112

## UC-2 Gateway (Transit Focus Area)

**DRAFT**



### Urban Regulations

1. **Floor Area Ratio:**  
Min: 2.5      Max: ~~5.0~~ **4.0**
2. **Lot Coverage:**  
Min: 45%      Max: 80%
3. **Building Height:**  
Min: 45'      Max: 84'
4. **Building Stepback:**  
Min: 15'      At Building Height: 35'
5. **Street Wall Frontage:** 80% Min
6. **Setbacks:**  
Street Min: 8'\*      Street Max: N/A  
(\*Along H Street only to provide total of 16' sidewalk)  
    **15' BLDG. SETBACK**
7. **Open Space Requirement:** 100 sf/du
8. **Primary Land Uses:**

**Residential:** 70% Max (Not allowed on Third Avenue or H Street frontage on ground floor, except for access)

**Retail:** 10% Max

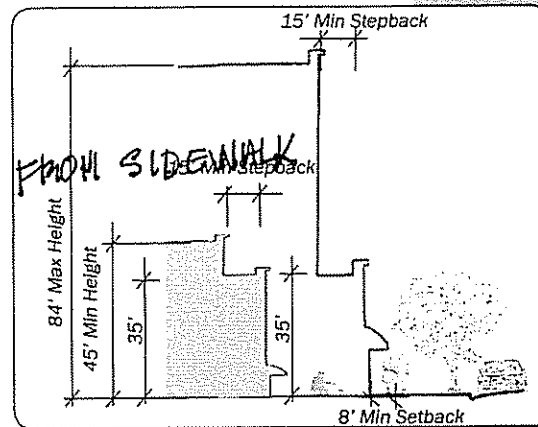
**Office:** 20% Max

**80%**

### Parking Regulations

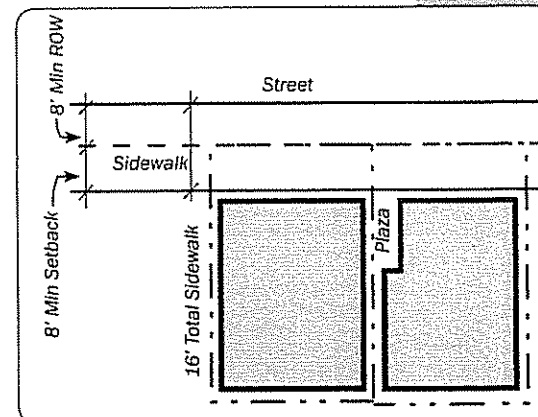
1. **Parking Locations:**  
Any location except in front of building
2. **Residential Parking:**  
Min: 1 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%
3. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: None

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



**Section View**

**Fig. 6.18**



**Plan View**

**Fig. 6.19**

2-113

**DRAFT**

## UC-3 Roosevelt

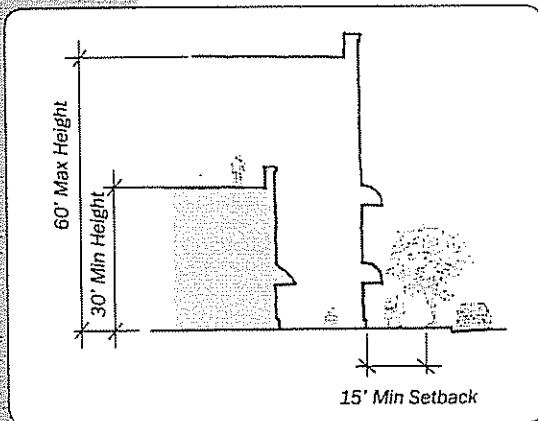
Add: (NEIGHBORHOOD TRANSITION COMBINING DIST.)

### Urban Regulations

- Floor Area Ratio:**  
Min: 1.0      Max: 3.0
- Lot Coverage:**  
Min: N/A      Max: 70%
- Building Height:**  
Min: 30'      Max: 60'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** N/A
- Setbacks:**  
Street Min: 15'      Street Max: N/A
- Open Space Requirement:** 200 sf/du
- Primary Land Uses:**  
Residential: 100% Max

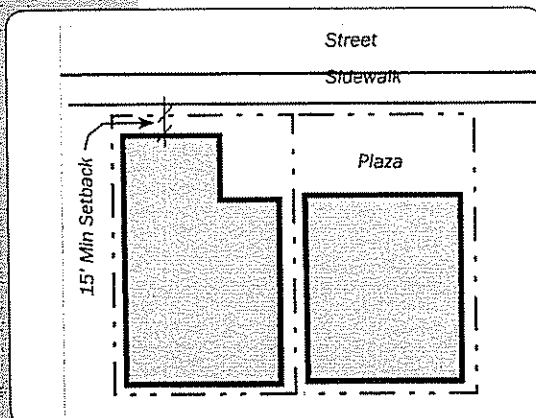
### Parking Regulations

- Parking Locations:**  
Anywhere on-site, except in front of building
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%



**Section View**

**Fig. 6.20**



**Plan View**

**Fig. 6.21**

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-20

**Chula Vista Urban Core Specific Plan**

**Public Review Draft**

2-114

## UC-4 Hospital

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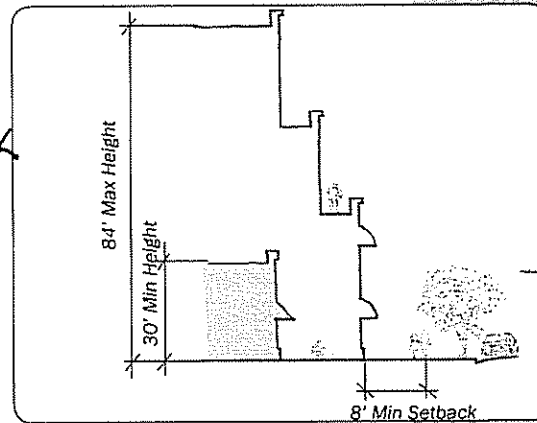


### Urban Regulations

1. **Floor Area Ratio:**  
Min: N/A Max: ~~2.0~~ 3.0
2. **Lot Coverage:**  
Min: 50% Max: 70%
3. **Building Height:**  
Min: 30' Max: 84'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 8' Street Max: N/A  
(\*Along H Street only to provide total of 16' sidewalk) + 15' BLDG SETBACK FROM SIDEWALK
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Office: 100% Max  
INSTITUTIONAL: 100 MAX

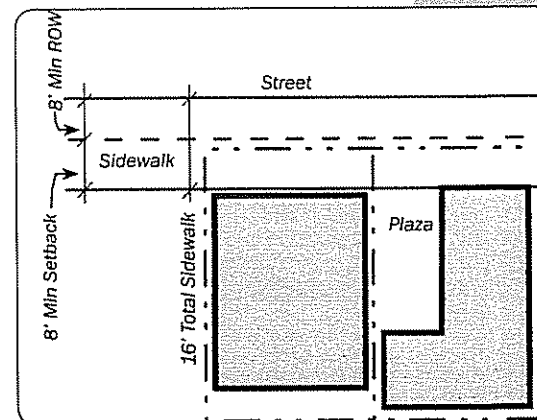
### Parking Regulations

1. **Parking Locations:**  
Any
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 100%



Section View

Fig. 6.22



Plan View

Fig. 6.23

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

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## UC-5 Soho

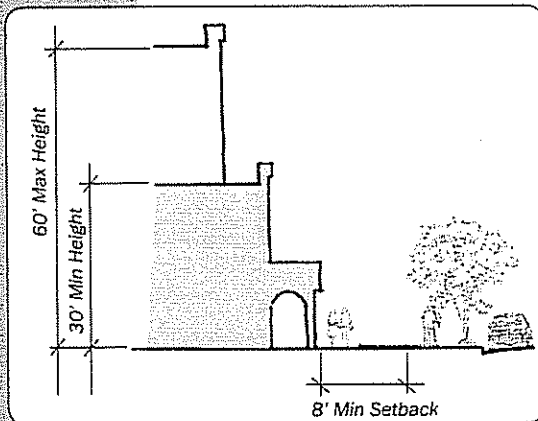
ADD: (NEIGHBORHOOD TRANSITION COMBINING DIST.)

### Urban Regulations

1. **Floor Area Ratio:**  
Min: 1.0      Max: 2.0
2. **Lot Coverage:**  
Min: N/A      Max: ~~N/A~~ 70%
3. **Building Height:**  
Min: 30'      Max: 60'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 8'    Street Max: N/A  
(\*Along H Street only to provide total of 16' sidewalk)
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Retail: ~~50%~~ Max 20%  
Office: 100% Max  
Residential: 100% MAX

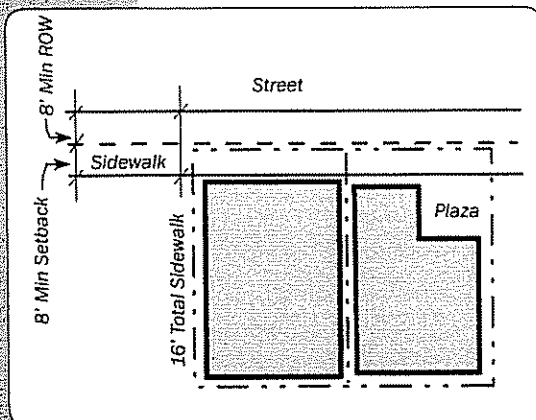
### Parking Regulations

1. **Parking Locations:**  
Any location except in front of building
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%



Section View

Fig. 6.24



Plan View

Fig. 6.25

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VF-22

Chula Vista Urban Core Specific Plan

Public Review Draft

2-116



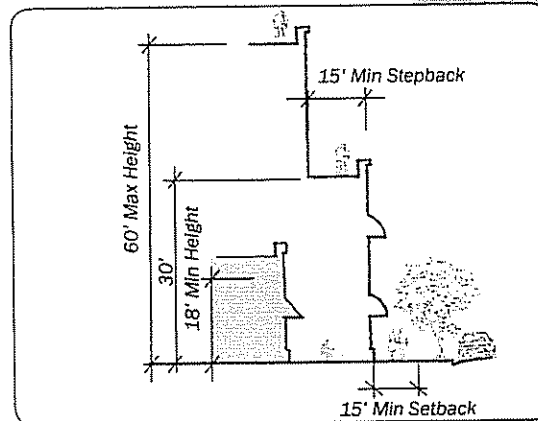
## UC-6 Chula Vista Center Residential (Neighborhood Transition Combining District)

**DRAFT**



### Urban Regulations

1. **Floor Area Ratio:**  
Min: N/A      Max: 2.0
2. **Lot Coverage:**  
Min: N/A      Max: ~~80%~~ 70%
3. **Building Height:**  
Min: 18'      Max: 60'
4. **Building Stepback:**  
Min: 15'      At Building Height: 30'
5. **Street Wall Frontage:** N/A
6. **Setbacks:**  
Street Min: 15'      Street Max: N/A  
Neighborhood Transition: See Section D. for additional setbacks for parcels adjacent to R-1 and R-2 districts
7. **Open Space Requirement:** 200 sf/du
8. **Primary Land Uses:**  
Residential: 100%

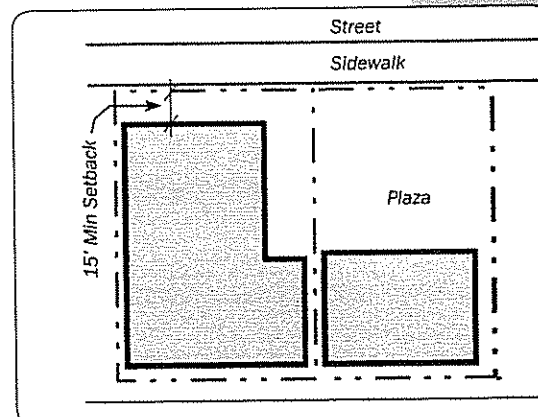


**Section View**

**Fig. 6.26**

### Parking Regulations

1. **Parking Locations:**  
Structured
2. **Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%



**Plan View**

**Fig. 6.27**

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006



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## UC-7 Chula Vista Center

### Urban Regulations

1. **Floor Area Ratio:**

Min: N/A

Max: ~~1.0~~ 2.5

2. **Lot Coverage:**

Min: N/A

Max: 70%

3. **Building Height:**

Min: 18'

Max: 60'

4. **Building Stepback:** Not mandatory

5. **Street Wall Frontage:** 25% Min

6. **Setbacks:**

Street Min: 8'\* Street Max: N/A

(\*Along H Street only to provide total of 16' sidewalk) ~~15' BLDG. SETBACK~~

7. **Open Space Requirement:** N/A

FROM SIDEWALK

8. **Primary Land Uses:**

\* OPTION 1: Retail: 100% Max

Office: 25% Max (Not allowed on ground floor facade, except for access)

### Parking Regulations

1. **Parking Locations:**

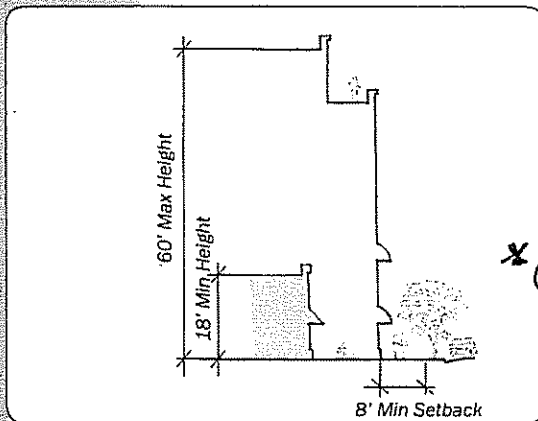
Anywhere on-site

2. **Non-Residential Parking:**

Min: 2 spaces/1,000 sf

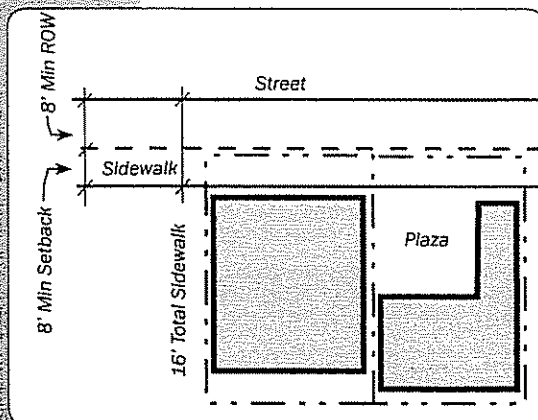
Onsite Min: 100%

\* OPTION 2: MIX OF OFFICE, RESIDENTIAL AND RETAIL



Section View

Fig. 6.28



Plan View

Fig. 6.29

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

\* Options depend on whether

FISHING MALL MOVES TO I-5

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April 2006

VI-24

Chula Vista Urban Core Specific Plan

2-118

## UC-8 Otis

### (Neighborhood Transition Combining District)

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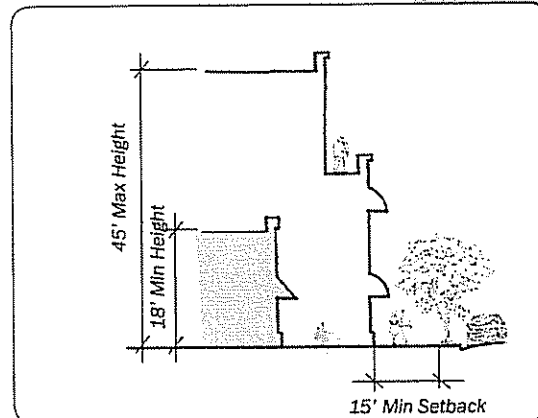


#### Urban Regulations

- OK
- Floor Area Ratio:**  
Min: N/A      Max: 1.0
  - Lot Coverage:**  
Min: N/A      Max: 70%
  - Building Height:**  
Min: 18'      Max: 45'
  - Building Stepback:** Not mandatory
  - Street Wall Frontage:** N/A
  - Setbacks:**  
Street Min: 15'      Street Max: N/A
  - Open Space Requirement:** 200 sf/du
  - Primary Land Uses:**  
Residential: 100% Max

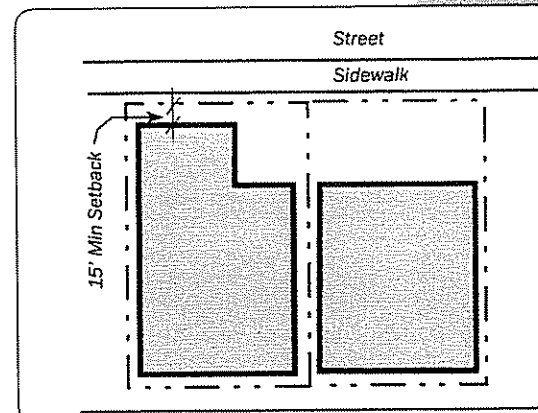
#### Parking Regulations

- Parking Locations:**  
Anywhere on-site except in front of building
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%



Section View

Fig. 6.30



Plan View

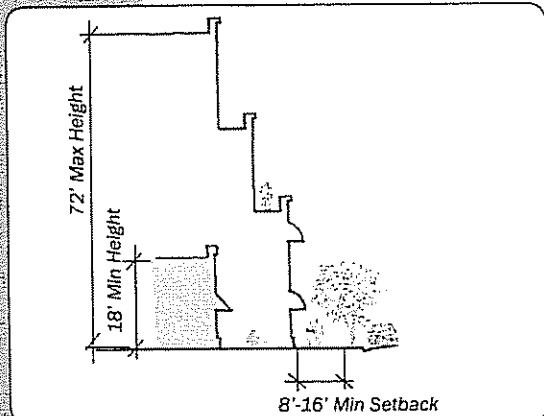
Fig. 6.31

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

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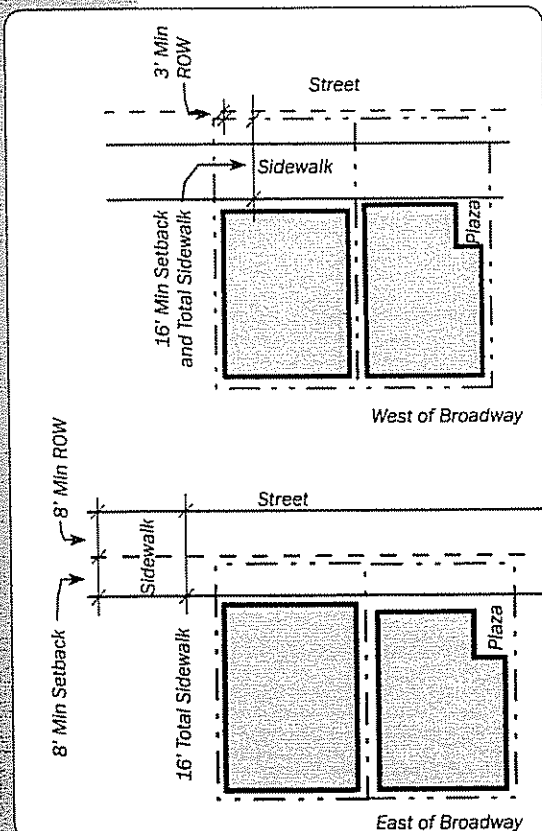
DRAFT

## UC-9 Mid H Street



Section View

Fig. 6.32



Plan View

Fig. 6.33

### Urban Regulations

- Floor Area Ratio:**  
Min: 1.0 Max: 2.0
- Lot Coverage:**  
Min: N/A Max: N/A
- Building Height:**  
Min: 18' Max: 72'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** 70% Min
- Setbacks:**  
H Street East of Broadway  
Street Min: 8' Street Max: N/A  
H Street West of Broadway  
Street Min: 16' Street Max: N/A  
Broadway  
Street Min: 0' Street Max: N/A
- Open Space Requirement:** N/A
- Primary Land Uses:**  
Retail: 100% Max 20%  
Office: 25% Max 100%  
Residential - 10% Max

ADD  
REQUIREMENT  
FOR 15'  
BLDG. SET-  
BACK FROM  
SIDEWALK ON  
H St.

### Parking Regulations

- Parking Locations:**  
Any, except in front of building
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-26

Chula Vista Urban Core Specific Plan

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2-120

## UC-10 Chula Vista Center West

DRAFT

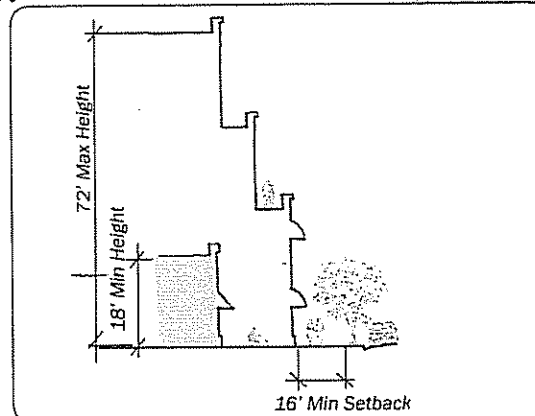


### Urban Regulations

1. **Floor Area Ratio:**  
Min: N/A Max: 10 1.5
2. **Lot Coverage:**  
Min: N/A Max: 80%
3. **Building Height:**  
Min: 18' Max: 72'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
H Street — 15' BLDG. SETBACK FROM SIDEWALK  
Street Min: 16' Street Max: N/A  
Broadway  
Street Min: 0' Street Max: N/A
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Residential: 20% Max (Not allowed on Broadway or H Street frontage on ground floor, except for access)  
Retail: 100% Max  
Office: 30% Max (Not allowed on ground floor facade, except for access)

SEE COMMENTS  
IN SUBMITTED  
PAPER!

ADD SPECIAL  
REQUIREMENTS  
FOR RESIDENTIAL  
WITHIN 500' I-5



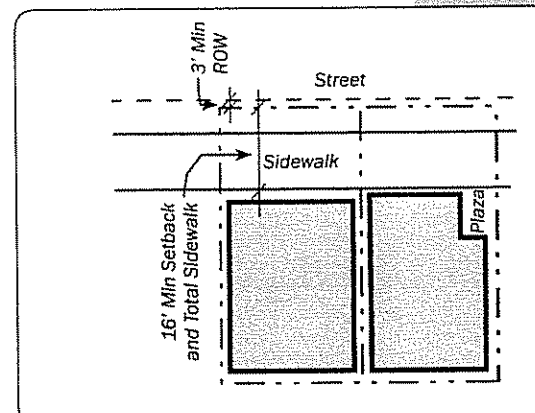
Section View

Fig. 6.34

### Parking Regulations

1. **Parking Locations:**  
Any, except in front of building
2. **Residential Parking:**  
Min: 1.5 space/du  
Guest: 0 spaces  
Onsite Min: 100%
3. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 100%

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



Plan View

Fig. 6.35

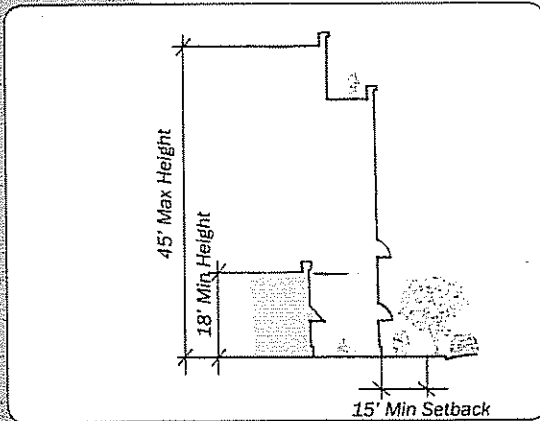
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**DRAFT**

## UC-11 Chula Vista Center West Residential (Neighborhood Transition Combining District)

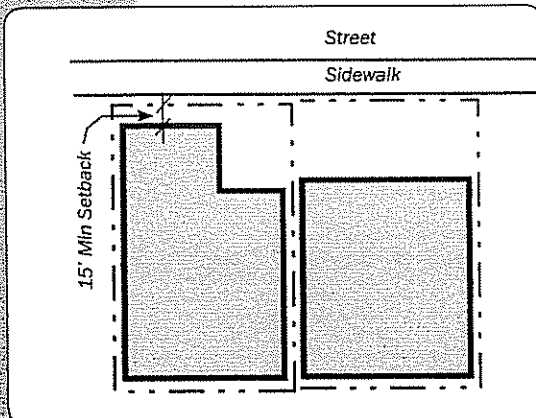
SEE COMMENTS IN  
SUBMITTED PAPER!

BOUNDARY: EXTEND UC-11 WEST  
TO BOUNDARY OF  
SCHOOL



**Section View**

**Fig. 6.36**



**Plan View**

**Fig. 6.37**

### Urban Regulations

- 1. Floor Area Ratio:**  
Min: N/A Max: 1.0
- 2. Lot Coverage:**  
Min: N/A Max: 70%
- 3. Building Height:**  
Min: 18' Max: 45'
- 4. Building Stepback:** Not mandatory
- 5. Street Wall Frontage:** N/A
- 6. Setbacks:**  
Street Min: 15' Street Max: N/A  
Neighborhood Transition: See Section D. for additional setbacks for parcels adjacent to R-1 and R-2 districts
- 7. Open Space Requirement:** 200 sf/du
- 8. Primary Land Uses:**  
Residential: 100% Max

### Parking Regulations

- 1. Parking Locations:**  
Any, except in front of building
- 2. Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-28

**Chula Vista Urban Core Specific Plan**

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2-122

## UC-12 H Street Trolley (Transit Focus Area)

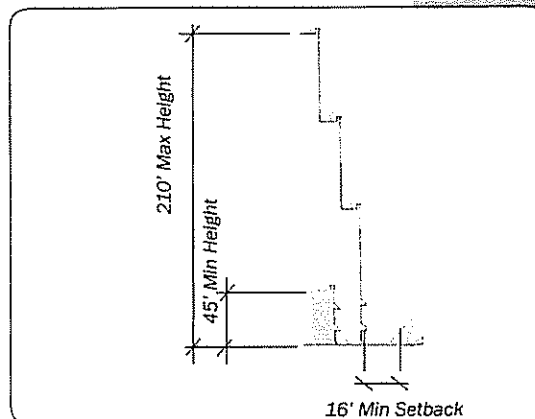
DRAFT



### Urban Regulations

1. **Floor Area Ratio:**  
Min: 4.0 Max: 6.0
2. **Lot Coverage:**  
Min: 45% Max: 60%
3. **Building Height:**  
Min: 45' Max: 210'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** N/A
6. **Setbacks:**  
H Street *x 15' BLDG. SET BACK FROM SIDEWALK*  
Street Min: 16' Street Max: N/A
7. **Open Space Requirement:** 100 sf/du
8. **Primary Land Uses:**  
Residential: 90% Max  
Retail: 1% Min 10% Max  
Office: 10% Max 20%  
Hospitality: 1% Min 10% Max

*Does this make sense?*

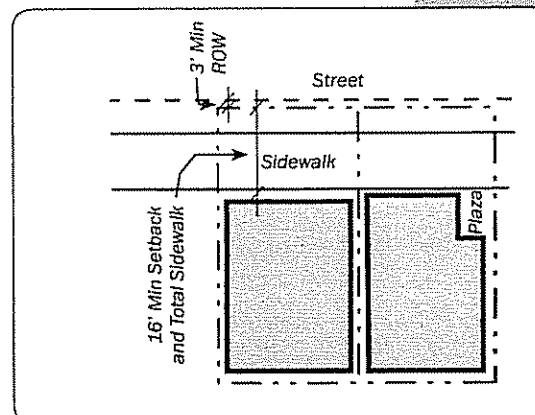


Section View

Fig. 6.38

### Parking Regulations

1. **Parking Locations:**  
Any
2. **Residential Parking:**  
Min: 1 space/du  
Guest: 0 spaces  
Onsite Min: 100%
3. **Non-Residential Parking:**  
Min: 1 space/1,000 sf  
Onsite Min: None



Plan View

Fig. 6.39

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

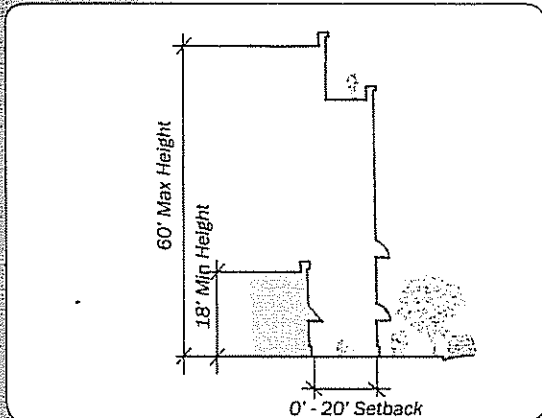
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## UC-13 Mid Broadway (Neighborhood Transition Combining District)

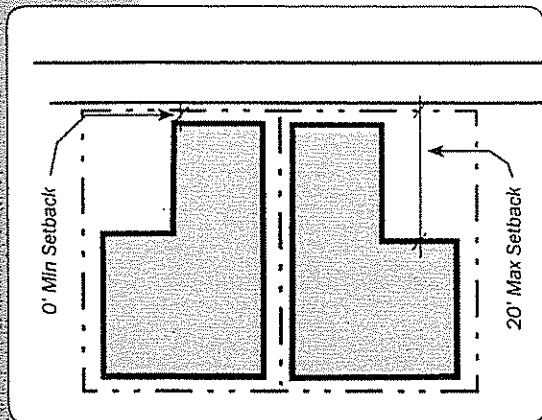
### Urban Regulations

- Floor Area Ratio:**  
Min: N/A      Max: 2.0
- Lot Coverage:**  
Min: 50%      Max: 70%
- Building Height:**  
Min: 18'      Max: 60'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** 50% Min
- Setbacks:**  
Street Min: 0'      Street Max: 20'  
*Neighborhood Transition: See Section D. for additional setbacks for parcels adjacent to R-1 and R-2 districts*
- Open Space Requirement:** 200 sf/du
- Primary Land Uses:**  
Residential: 70% Max (Not allowed on Broadway or H Street frontage on ground floor, except for access)  
Office: 50% Max  
Retail/Hospitality: 50% Max



**Section View**

**Fig. 6.40**



**Plan View**

**Fig. 6.41**

### Parking Regulations

- Parking Locations:**  
Anywhere except in front of building
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 50%
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

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VF-30

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2-124





### Urban Regulations

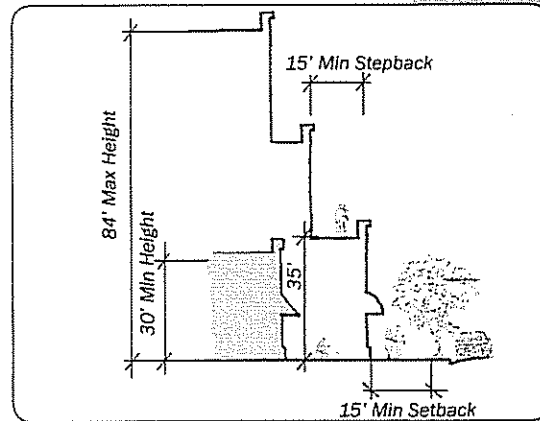
1. **Floor Area Ratio:**  
Min: 1.5      Max: 3.0
2. **Lot Coverage:**  
Min: N/A      Max: ~~80%~~ 70%
3. **Building Height:**  
Min: 30'      Max: 84'
4. **Building Stepback:**  
Min: 15'      At Building Height: 35'
5. **Street Wall Frontage:** N/A
6. **Setbacks:**  
Street Min: 15'      Street Max: N/A
7. **Open Space Requirement:** 200 sf/du
8. **Primary Land Uses:**  
Residential 100% Max

### Parking Regulations

1. **Parking Locations:**  
Any, except in front of building
2. **Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%

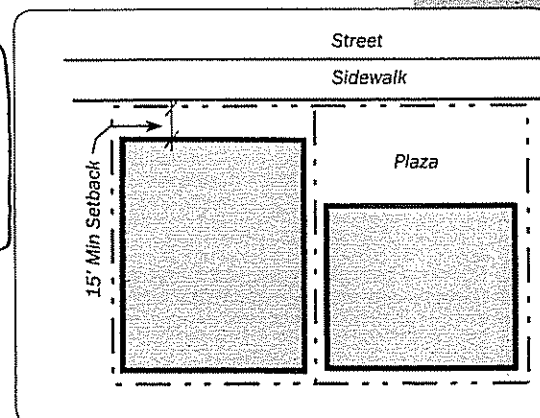
ADD SPECIAL REQUIREMENTS  
FOR RESIDENTIAL ADJACENT  
TO I-5

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



Section View

Fig. 6.42



Plan View

Fig. 6.43

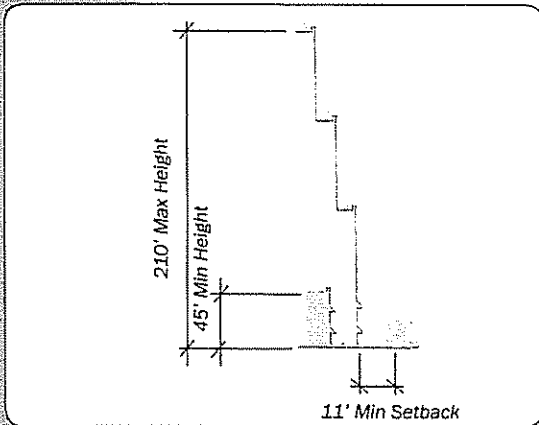
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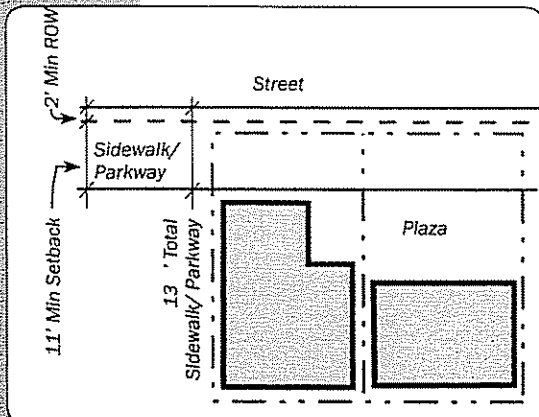
## UC-15 E Street Trolley (Transit Focus Area)

ADD SPECIAL  
REQUIREMENTS FOR  
RESIDENTIAL ADJACENT  
TO I-5 (w/in 500')



Section View

Fig. 6.44



Plan View

Fig. 6.45

### Urban Regulations

- Floor Area Ratio:**  
Min: 4.0 Max: 6.0
- Lot Coverage:**  
Min: 45% Max: 60%
- Building Height:**  
Min: 45' Max: 210'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** N/A
- Setbacks:**  
Street Min: 11'\* Street Max: N/A  
(\*Applies only along E Street between I-5 and 300' east of I-5)
- Open Space Requirement:** 100 sf/du
- Primary Land Uses:**  
Residential: 90% Max  
Retail: 1% Min 10% Max  
Office: 10% Max (Not allowed on ground floor facade, except for access)  
Hospitality: 1% Min 10% Max  
30%

### Parking Regulations

- Parking Locations:**  
Any, except in front of building
- Residential Parking:**  
Min: 1 space/du  
Guest: 0 spaces  
Onsite Min: 100%
- Non-Residential Parking:**  
Min: 1 space/1,000 sf  
Onsite Min: None

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-32

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2-126

## UC-16 Broadway Hospitality

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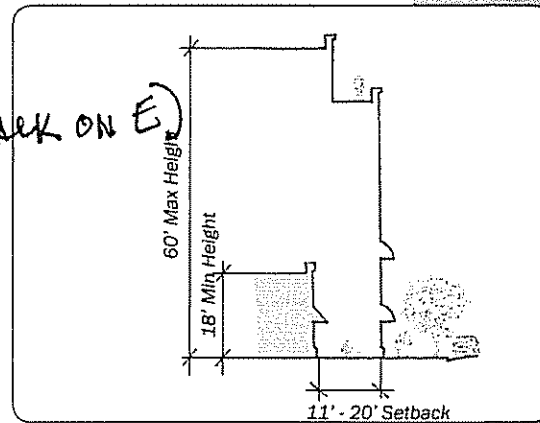


### Urban Regulations

1. **Floor Area Ratio:**  
Min: N/A      Max: 1.0
2. **Lot Coverage:**  
Min: 50%      Max: 70%
3. **Building Height:**  
Min: 18'      Max: 60'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 11'\*    Street Max: 20'  
(\*Along E Street between I-5 and 300' east of I-5)  
*(ADD 15' SETBACK FROM SIDEWALK ON E)*
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Retail: 50% Max  
Hospitality: 100% Max  
*ALLOW SOME RESIDENTIAL*

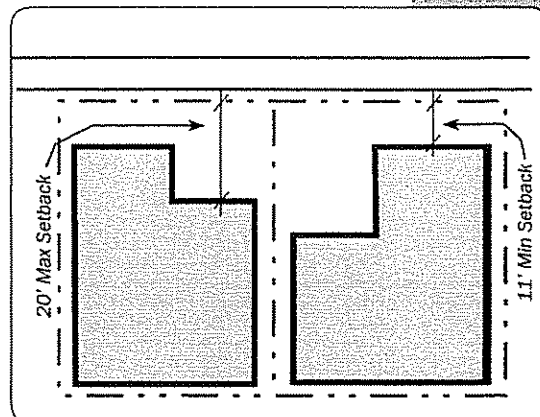
### Parking Regulations

1. **Parking Locations:**  
Any, except in front of building
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%



Section View

Fig. 6.46



Plan View

Fig. 6.47

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

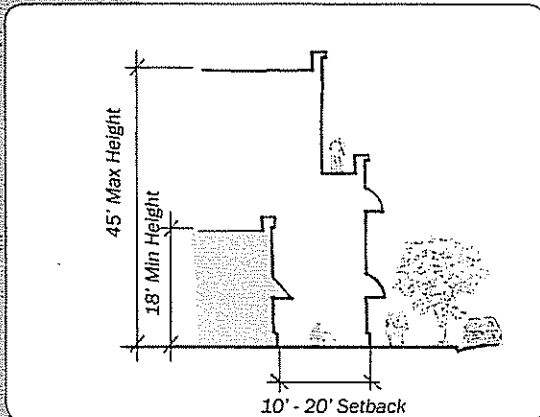
April 2006

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## UC-17 Harborview North

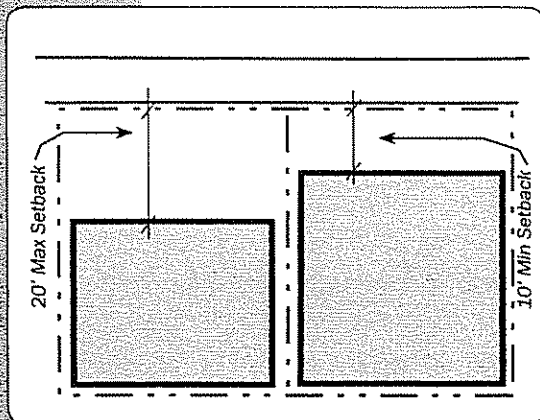
### Urban Regulations

- Floor Area Ratio:**  
Min: 1.0      Max: 2.0
- Lot Coverage:**  
Min: N/A      Max: 80%
- Building Height:**  
Min: 18'      Max: 45'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** N/A
- Setbacks:**  
Street Min: 10'      Street Max: 20'
- Open Space Requirement:** 200 sf/du
- Primary Land Uses:**  
Residential: 100% Max



Section View

Fig. 6.48



Plan View

Fig. 6.49

### Parking Regulations

- Parking Locations:**  
Any
- Residential Parking:**  
Min: 1.5 space/du  
Guest: 1 space/10 du  
Onsite Min: 100%

SPECIAL REQUIREMENTS  
FOR RESIDENTIAL 500'  
FROM I-5

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-34

Chula Vista Urban Core Specific Plan

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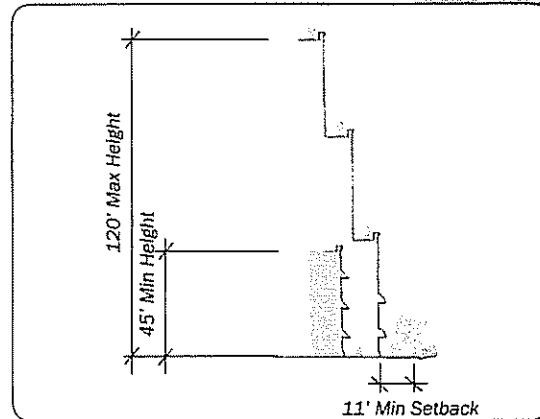
2-128



**Urban Regulations**

1. **Floor Area Ratio:**  
Min: 1.5      Max: 3.0
2. **Lot Coverage:**  
Min: 50%      Max: 70%
3. **Building Height:**  
Min: 45'      Max: 120'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 11'\*      Street Max: N/A  
(\*Applies only along E Street between I-5 and 300' east of I-5)
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Retail: 20% Max  
Hospitality: 100% Max  
*ADD RESIDENTIAL*

*ADD REQUIREMENT FOR 15' BLDG. SETBACK FROM SIDEWALK ALONG E ST.*



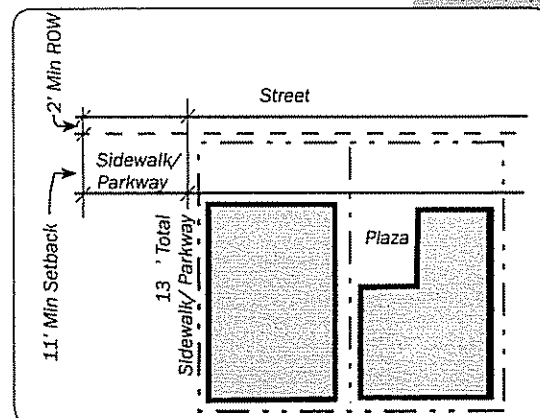
Section View

Fig. 6.50

**Parking Regulations**

1. **Parking Locations:**  
Any
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 100%

*ADD SPECIAL REQUIREMENTS FOR RESIDENTIAL 500' FROM I-5*



Plan View

Fig. 6.51

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

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## UC-19 Feaster School

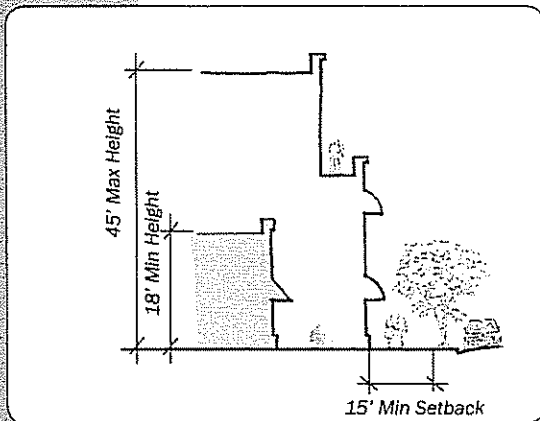
014

### Urban Regulations

- Floor Area Ratio:**  
Min: N/A      Max: 1.0
- Lot Coverage:**  
Min: N/A      Max: 70%
- Building Height:**  
Min: 18'      Max: 45'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** 50% Min
- Setbacks:**  
Street Min: 15'      Street Max: N/A
- Open Space Requirement:** N/A
- Primary Land Uses:**  
Public/Quasi-Public: 100% Max

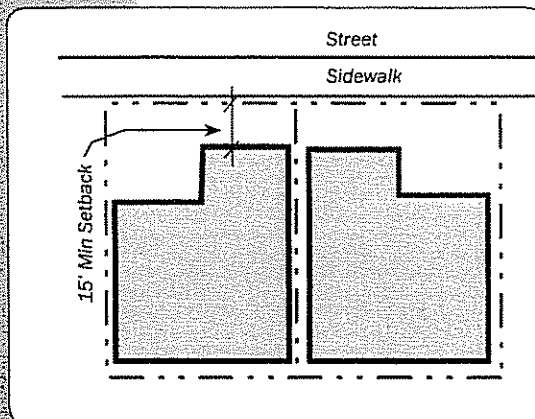
### Parking Regulations

- Parking Locations:**  
Anywhere on-site
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 100%



Section View

Fig. 6.52



Plan View

Fig. 6.53

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VF36

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2-130

## C-1 Third Avenue South (Neighborhood Transition Combining District)

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### Urban Regulations

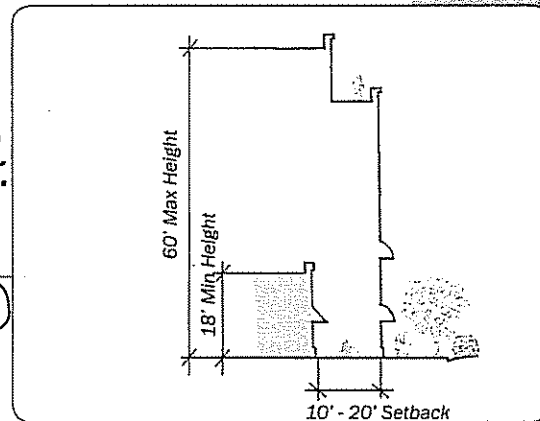
1. **Floor Area Ratio:**  
Min: N/A      Max: 1.0
2. **Lot Coverage:**  
Min: N/A      Max: 70%
3. **Building Height:**  
Min: 18'      Max: 60'
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 10'      Street Max: 20'  
Neighborhood Transition: See Section D. for additional setbacks for parcels adjacent to R-1 and R-2 districts
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Retail: 100% Max (West of Third Avenue)  
Office: 100% Max (East of Third Avenue)

*why?*

~~D. Add some residential~~

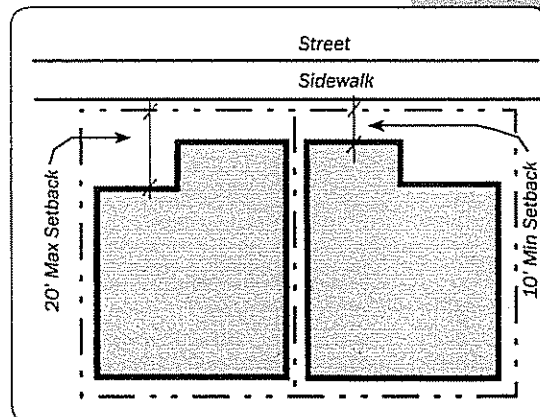
### Parking Regulations

1. **Parking Locations:**  
Anywhere on-site
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%



**Section View**

**Fig. 6.54**



**Plan View**

**Fig. 6.55**

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

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## C-2 Broadway South

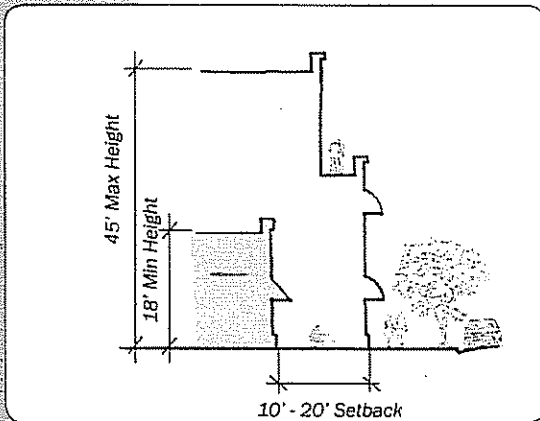
OK

### Urban Regulations

- Floor Area Ratio:**  
Min: N/A      Max: 1.0
- Lot Coverage:**  
Min: 35%      Max: 75%
- Building Height:**  
Min: 18'      Max: 45'
- Building Stepback:** Not mandatory
- Street Wall Frontage:** 50% Min
- Setbacks:**  
Street Min: 10'      Street Max: 20'
- Open Space Requirement:** N/A
- Primary Land Uses:**  
Retail: 50% Max  
Office: 50% Max  
~~Add some~~

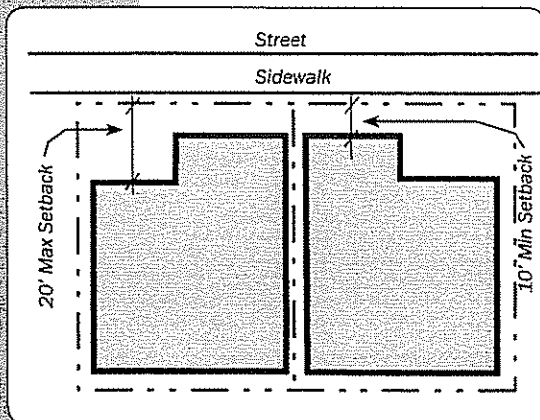
### Parking Regulations

- Parking Locations:**  
Anywhere on-site
- Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%



Section View

Fig. 6.56



Plan View

Fig. 6.57

Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.

April 2006

VI-38

Chula Vista Urban Core Specific Plan

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2-132



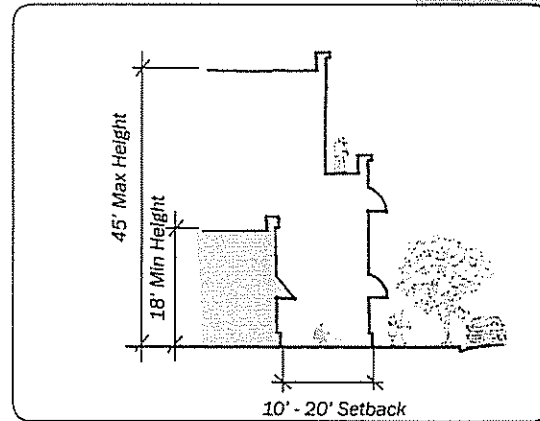
### C-3 Broadway North

DRAFT



#### Urban Regulations

1. **Floor Area Ratio:**  
Min: N/A      Max: 1.0
2. **Lot Coverage:**  
Min: 35%      Max: 75%
3. **Building Height:**  
Min: 18'      Max: 45' *COULD BECOME 60' - IF SO MAKE THIS A NEIGHBORHOOD TAXATION COMBINING DISTRICT*
4. **Building Stepback:** Not mandatory
5. **Street Wall Frontage:** 50% Min
6. **Setbacks:**  
Street Min: 10'      Street Max: 20'
7. **Open Space Requirement:** N/A
8. **Primary Land Uses:**  
Retail: 50% Max  
Office: 50% Max

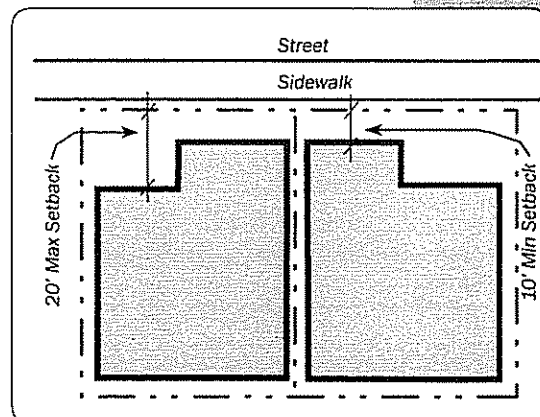


Section View

Fig. 6.58

#### Parking Regulations

1. **Parking Locations:**  
Anywhere on-site
2. **Non-Residential Parking:**  
Min: 2 spaces/1,000 sf  
Onsite Min: 50%



Plan View

Fig. 6.59

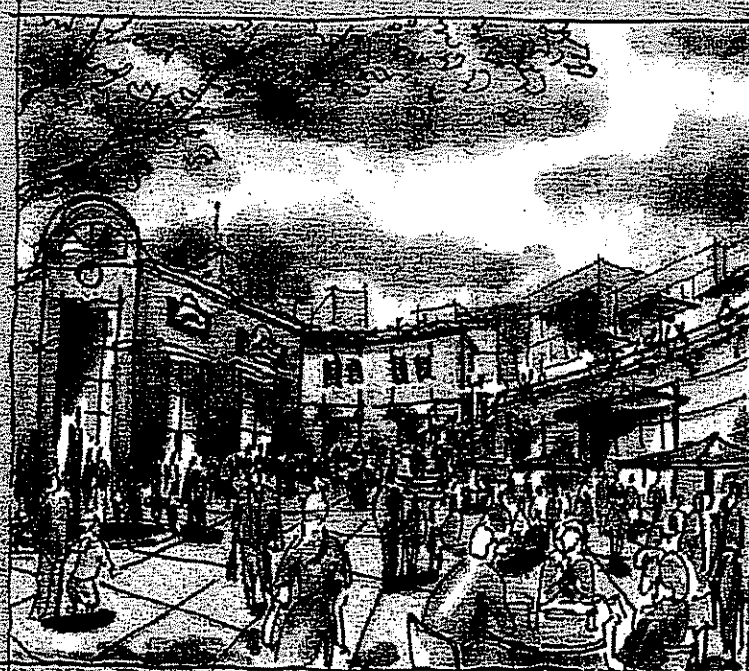
Summary sheet does not reflect all regulations that may apply to each property. Please consult the remainder of the chapter for all criteria.



## VII. Development Design Guidelines

- A. Introduction and Background
- B. What is Urban Design?
- C. How to Use the Design Guidelines
- D. Village District
- E. Urban Core District
- F. Corridors District
- G. Special Guidelines

VII-1  
VII-4  
VII-4  
VII-5  
VII-51  
VII-79  
VII-111



April 2006

primarily  
RESIDENTIAL,  
OFFICE AND  
VISITOR-SERVING  
USES, WITH  
LIMITED

DRAFT



Core, the guidelines for the Village stress pedestrian-oriented site planning and building design, including requiring upper floors to step back to allow sunlight to reach the streets below. The section also concentrates on preserving the historic fabric of the area, including providing guidance for those who wish to renovate or add on to existing buildings and promoting design compatibility between infill structures and surrounding buildings.

#### b. Urban Core District

The Urban Core District will serve as the primary business, commercial, and regional center of Chula Vista. This section focuses on accommodating mid-to high-rise development while encouraging an active street life. Specifically, the design guidelines support the development of ~~continuous~~ ground floor retail uses along ~~Broadway and H Street~~. Such guidelines help ensure that the Urban Core contains a comfortable environment for pedestrians to shop, dine, and recreate. In light of the intensity of land uses and need for parking in the area, this section contains a special section devoted to the design of parking structures.

#### c. Corridors District

In contrast with the Urban Core and the Village Districts, the Corridors District is oriented towards the automobile rather than pedestrian traffic. Sections of Broadway and Third Avenue are characterized by minimum ten-foot setbacks, one or two-story structures, and a high percentage of retail, service, and office development. The guidelines in this section focus on promoting quality and diversity in new commercial and residential development and safe and efficient parking and circulation.

#### d. Special Guidelines

This section provides supplemental guidelines for hotels and motels, mixed-use projects, and multi-family residential projects to provide further site design considerations based on their individual uses. Sustainable design recommendations for all project types are also discussed.

MIX OF ALL  
FOUR  
USES  
ON  
BROADWAY

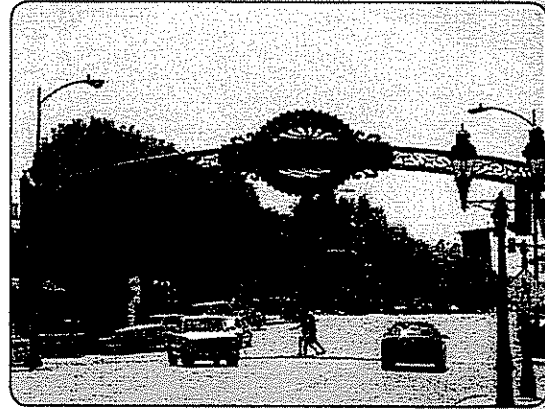
THE DISTANCE  
THAT RETAIL  
SHOULD BE  
ENCOURAGED ON  
H ST.

April 2006

## D. Village District

### 1. Introduction

The purpose of this section is to present design guidelines for new private development and rehabilitation of older commercial structures in the Village district. The guidelines seek to promote a blend of high quality residential and commercial uses within a small-town atmosphere. Guidelines include groundfloor commercial with office and residential above or single use structures where the design focus is on entryways, access, and pedestrian orientation. General architectural guidelines should be followed regardless of the internal use.



Tiltil Avenue is the heart of Chula Vista

Fig. 7.3

THIS SECTION (Village District) SHOULD  
INCLUDE A SUB-SECTION ON THE THIRD  
AVENUE VILLAGE (3RD BETWEEN E AND G)  
GIVEN THE SPECIAL HISTORIC AND DESIGN  
SENSITIVITY OF THIS STRIP. IN THIS SUB-  
SECTION PREFER TO THE ART DECO/ART  
MODERNE THEME PREPARED TO ON P. VIII-3.



DRAFT

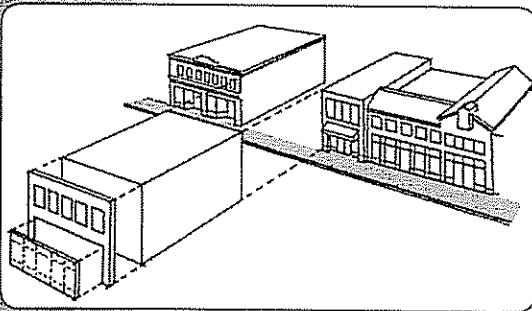
## 2. Design Principles

### a. Promote Sound Architectural Practices

New infill development and renovation to existing structures must respect sound architectural design practices in order to create a positive ambiance within the Village. The standards contained in this section do not dictate the use of any specific architectural style. ~~Contemporary design may be used when~~ <sup>Architectural standards should</sup> guide the designer in massing, proportion, scale, texture, pattern and line. New creative interpretations of traditional design variables are particularly encouraged.

### b. Retain or Repeat Traditional Facade Components

Changes to structures will, and need to, occur over time. The concern is that these changes do not damage the existing traditional building fabric and that the results of building renovation enhance the overall design integrity of the building. New infill structures should use traditional facade components, such as bulkheads, arches, plazas, and balconies, to create patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to the pedestrian and help establish a sense of scale.



Infill should reflect the established rhythm and scale of adjacent buildings

Fig. 7.4

### c. Develop a Steady Rhythm of Facade Widths

The traditional commercial/mercantile lot width in the Village area has given rise to buildings of relatively uniform width that create a familiar rhythm. This is particularly visible on Third Avenue. This pattern helps to tie the street together visually and provides the pedestrian with a standard measurement of his progress. Reinforcement of this facade rhythm is encouraged, in all new buildings, even if a singular structure.

April 2006

VII-6

Chula Vista Urban Core Specific Plan

Public Review Draft

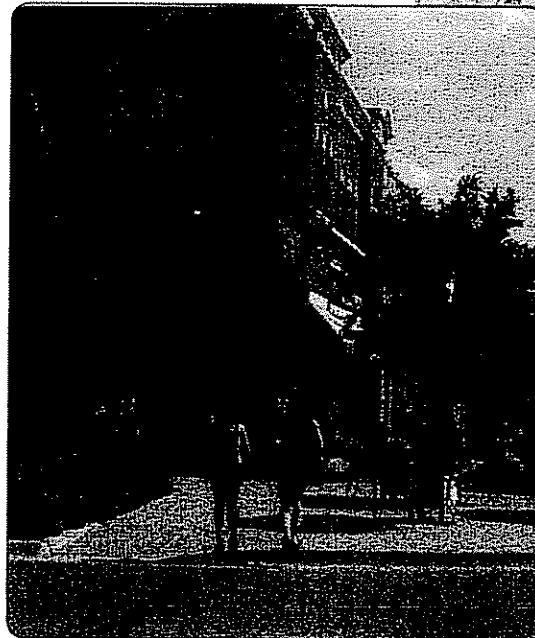
2-137

**d. Create a Comfortable Scale of Structures**

All buildings must convey a scale appropriate for pedestrian activity. Human-scaled buildings are comfortable and create a friendly atmosphere that respects the traditional scale of the Village while also enhancing its marketability as a retail and office area. For the most part, this means two- to three-story development at the back of the sidewalk, particularly along Third Avenue.

**e. Support Pedestrian-Oriented Activity at the Sidewalk and Amenity Areas**

The activities that occur immediately inside the storefront and along the building frontage, particularly along Third Avenue, are an important design consideration. Structures can provide visual interest to pedestrians through goods and outdoor activities. Therefore, building design elements should be located in a way that enhances pedestrian visibility of goods and activities, and they should be kept free of advertising and non-product related clutter (e.g. backs of display cases, etc.), to the greatest extent possible. ~~An abundance of~~ clear, transparent glass also instills a sense of safety for pedestrians since they sense that employees and patrons are monitoring the sidewalk. In contrast, storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience and are not permitted.



Ground floor sidewalk activity adds human scale to the two-story building

Fig. 7.5

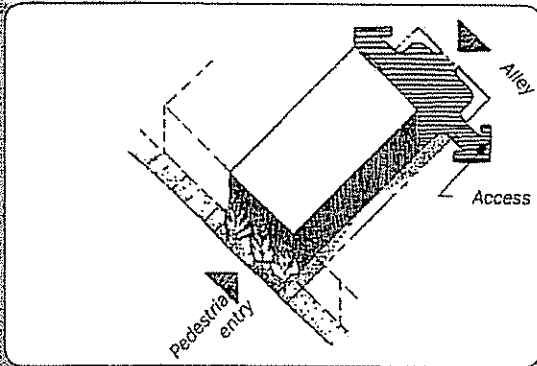


Storefronts with abundant glass encourage pedestrian activity

Fig. 7.6



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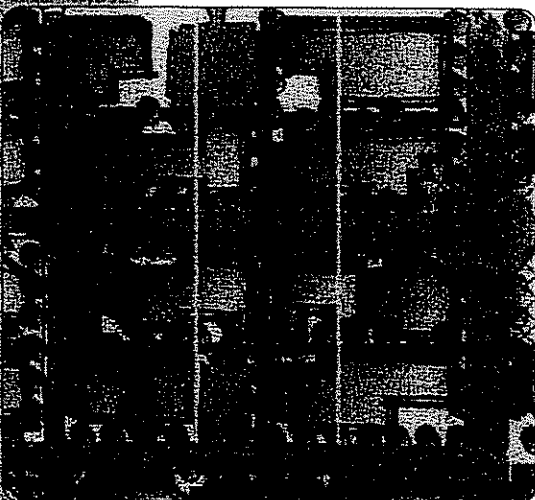
Buildings should be sited next to the street

Fig. 7.7



Corner buildings should continue storefronts on side streets

Fig. 7.8



Paseos should be placed in the middle one-third of a block

Fig. 7.9

### 3. Site Planning

#### a. Introduction

New infill buildings should reinforce the pedestrian-orientation of the Village by providing storefronts next to the sidewalk and locating parking areas away from the street.

#### b. Building Siting

- 1) The first floor of any new building should be built at (or very close to) the front property line, particularly on Third Avenue. The front building facade should be oriented parallel to the street. Buildings should also be placed on the setback line along alleys.
- 2) Building indentations that create small pedestrian plazas along the streetwall, particularly along Third Avenue, are encouraged.
- 3) Front setbacks should accommodate active public uses such as outdoor dining and therefore should use hardscape and limited landscaping, such as potted plants and flower beds. Provide additional setbacks at public plaza areas.
- 4) Buildings on corners should include storefront design features on at least ~~50%~~ 75% of the side street elevation wall.
- 5) Entries that face onto an outdoor dining opportunity are encouraged.
- 6) Retain existing paseos when possible. Create additional pedestrian paseos and linkages to parking lots, activity areas, or alleys within the middle one-third of a block. In no case should historic structures be modified to achieve this particular guideline.
- 7) Buildings situated facing a plaza, paseo, or other public space are encouraged.

April 2006

VII-8

Chula Vista Urban Core Specific Plan

Public Review Draft

2-139

- 8) Loading and storage facilities should be located at the rear or side of buildings and screened from public view.

#### c. Street Orientation

- 1) Storefronts and major building entries should orient to Third Avenue, F Street, courtyards, or plazas, although minor side or rear entries may be desirable.
- 2) Provide corner "cut-offs" for buildings on prominent intersections.
- 3) Create continuous pedestrian activity along public sidewalks in an uninterrupted sequence by minimizing gaps between buildings.
- 4) Any building with more than <sup>75'</sup>~~125'~~ of street frontage should have at least one primary building entry.

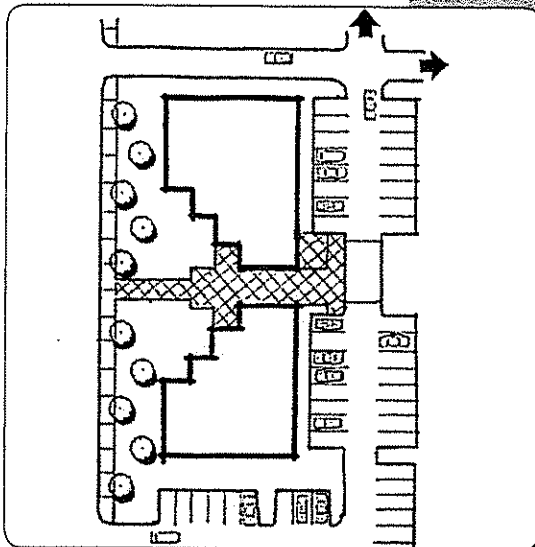
#### d. Parking Orientation

- 1) Locating parking lots between the front property line and the building storefront is ~~strongly discouraged~~. Instead, parking lots should be located to the rear of buildings, subterranean, or in parking structures.
- 2) Rear parking lots should be designed and located contiguously so vehicles can travel from one private parking lot to the other without having to enter the street. This may be achieved with reciprocal access agreements.
- 3) Locate rear parking lot and structure entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts along Third Avenue and F Street.
- 4) Create wide, well-lit pedestrian walkways from parking lots to building entries that utilize directional signs.



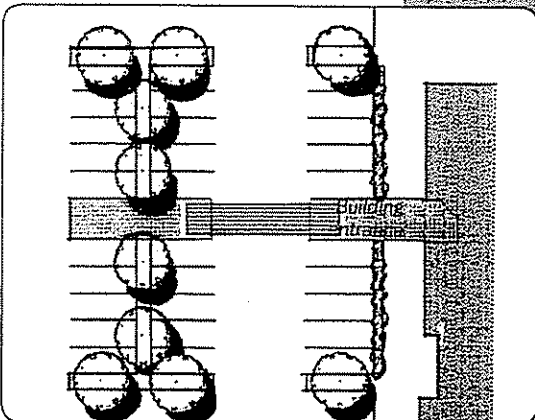
Storefronts and building entries should face the street

Fig. 7.10



Rear parking lots should be contiguous

Fig. 7.11



Link parking areas to major building rear entrances using textured paving

Fig. 7.12

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PROHIBITED:



- 8) All mechanical equipment, whether mounted on the roof, side of a structure, or on the ground shall be screened from view (CVMC 15.16.030). Utility meters and equipment should be placed in locations which are not exposed to view from the street or should be suitably screened. All screening devices are to be compatible with the architecture, material and color of adjacent structures.

#### **f. Site Amenities**

Site amenities help establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design to provide a cohesive environment and a more identifiable character.

##### **1) Plazas and Courtyards**

- a) Plazas and courtyards are strongly encouraged within commercial developments over two acres. ONE
- b) Physical access should be provided from shops, restaurants, offices and other pedestrian uses to plazas.
- c) A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.
- d) Shade trees or other elements providing relief from the sun should be incorporated within plazas.
- e) Entries to the plaza and storefront entries within the plaza should be well lighted.
- f) Architecture, landscaping elements, and public art should be incorporated into the plaza design.

February 2006



DRAFT



Materials such as wood provide visual appeal

Fig. 7.20

#### e. Building Materials and Colors

##### Building Materials

The complexity of building materials should be based on the complexity of the building design. More complex materials should be used on simpler building designs and vice versa. In all cases, storefront materials should be consistent with the materials used on the applicable building and adjacent buildings. The number of different wall materials used on any one building should be kept to a minimum, ideally two. The following materials, including but not limited to, are considered appropriate for buildings within the Village:

##### 1) Approved Exterior Materials

###### Walls

- ~~Metal~~
- Stucco (smooth or textured)
- Smooth block
- Granite
- Marble
- New or used face-brick
- Terra Cotta

###### Accent Materials

Accent materials should be used to highlight building features and provide visual interest. Accent materials may include one of the following:

- Wood
- Glass
- Glass block (storefront only)
- Tile (bulkhead)
- New or used face-brick
- Concrete
- Stone
- Copper
- Cloth Awnings
- Plaster (smooth or textured)
- Painted Metal
- Wrought Iron
- Cut stone, rusticated block (cast stone)
- Terra cotta

NO METAL EXCEPT AS ACCENT  
• TRADITIONAL USE OF WOOD

February 2006

VII-18

Chula Vista Urban Core Specific Plan

Public Review Draft 2.20.06

2-142



### Rooftops

- Standing seam metal roofs
- Class "A" composition roof shingles (residential application only)
- Crushed stone
- Built up roof system
- Tile
- Green roofs

### 2) Prohibited Exterior Materials

### Walls AND Accent MATERIALS

- Reflective or opaque glass at ground floor
- Imitation stone (fiberglass or plastic)
- "Lumpy" stucco
- Rough sawn or "natural" (unfinished) wood
- Pecky cedar
- Used brick with no fired face (salvaged from interior walls)
- Imitation wood siding
- Plastic panels

### 3) ~~Discouraged~~ <sup>PROHIBITED</sup> Exterior Materials

- Heavily tinted glass
- Vinyl siding

### 4) Exterior Color

- a) It is not the intent of these guidelines to control color, however several general guidelines should be applied:

- use subtle/muted colors on larger and plainer buildings;
- use added colors and more intense colors on small buildings or those with elaborate detailing;
- encourage contrasting colors that accent architectural details;
- encourage colors that accent entrances;
- in general, no more than three colors should be used on any given facade, including "natural" colors such as unpainted brick or stone.

THE EXCEPTION IS VICTORIAN AND CRAFTSMAN ERA BUILDINGS.



Contrasting colors should accent entrances and architectural details

Fig. 7.21

April 2006

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"Natural" materials such as brick are encouraged

Fig. 7.22

CAUTION SHOULD  
BE EXERCISED  
WHEN

- avoid using more than one vivid color per building; and
- avoid using colors that are not harmonious with colors found on adjacent buildings.

b) Light colored base walls of buildings and other large expanses are encouraged. Soft tones ranging from white to very light pastels are required. **ENCOURAGED!**

c) Finish material with "natural" colors such as brick, stone, copper, etc., should be used where practicable. **HOWEVER, DARK COLORS CAN BE APPROPRIATE FOR STONE FRONTS.**

d) Exposure to the amount of sunlight can change the appearance of a paint color; therefore, paint chips should be checked on both sunny and cloudy or foggy days.

e) The orientation of a building (north, east, south, west) affects the appearance of colors. Colors on south and west facades appear warmer than if placed on north or east sides.

#### f. ~~Arches~~ **ARCADES AND COLUMNS**

1) ~~Arches~~ provide a dramatic architectural element on many buildings in the Village, particularly in the Civic Center area. Arches should be semi-circular or slightly flat. Parabolic arches are discouraged.

2) Care must be taken that ~~arches~~ **ARCADES** appear authentic. The integrity of an arch is lost when its mass is not proportional to its size. Columns must relate in scale to that portion of the building that they visually support.

3) Columns should be square, rectangular or round, and appear massive in thickness. The use of capitals and column bands are strongly encouraged. **FAUX COLUMNS SHOULD BE AVOIDED.**



Arches should be semi-circular and relate to the scale of the building

Fig. 7.23

April 2006

VII-20

Chula Vista Urban Core Specific Plan

Public Review Draft

2-144



- 4) A base should be incorporated at the bottom of the column. The column height should be four to five times the width of the column.
- 5) To enhance the pedestrian realm, arcades, arches, and canopies are encouraged along west and south facing facades.

GOOD

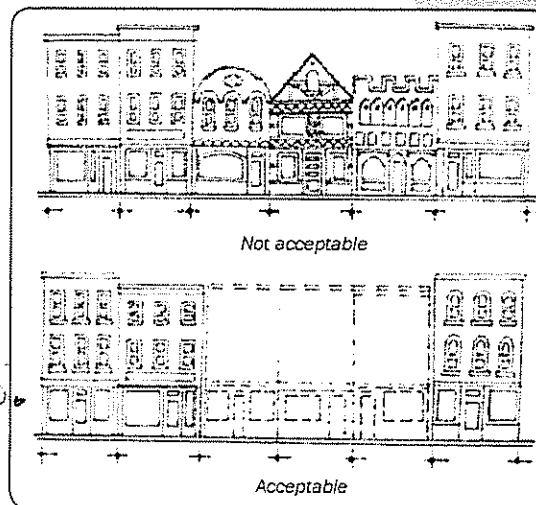
#### g. Roofs and Upper-Story Details

- 1) No roofline ridge or parapet should run unbroken for more than 75 feet. Vertical or horizontal articulation is required.
- 2) The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- 3) Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are ~~not allowed~~.

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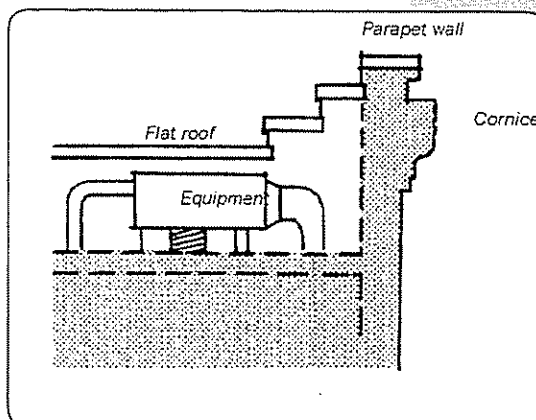
- 4) Access to roofs should be restricted to interior access only.
- 5) Rooftops can provide usable outdoor space in both residential and commercial developments.
- 6) Roof-mounted mechanical equipment should be screened by a parapet wall or similar structural feature that is an integral part of the building's architectural design.
- 7) Building vertical focal elements are encouraged, especially at key intersections such as Third Avenue and E Street, which are primary entrances to the Village District. Towers, spires, or domes become landmarks and serve as focal/orientation points for the community.

GOOD



Roofs on infill buildings should complement existing structures.

Fig. 7-24



Rooftop screening

Fig. 7-25

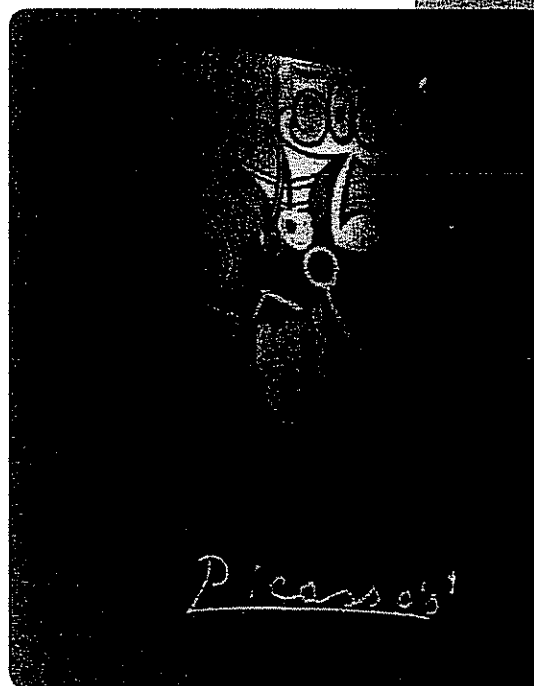
February 2006



## 2) Color and Lighting

The color(s) used by franchise/corporate buildings should be considered carefully since they may be inappropriate within the Village. Below are standards that should be considered when addressing appropriate color(s) and lighting:

- a) Use colors that complement colors found on adjacent buildings or in the Village area.
- b) Franchise/corporate colors should be consistent with the architectural style or period of the building.
- c) Bright or intense colors are strongly discouraged, unless used on appropriate architectural styles and reserved for more refined detailing and transient features.
- d) The use of symbols and logos can be utilized in place of bright or intense corporate colors.
- e) Lighting of logos should be compatible with the primary building and respect adjacent buildings. Bright and intense lighting is strongly discouraged.
- f) Neon outlining should be consistent with the architectural style or period of the building and should be reserved for detailing and transient features. The use of bright and intense neon outlining of windows is strongly discouraged.



Neon should be used sparingly and be reserved for detailing

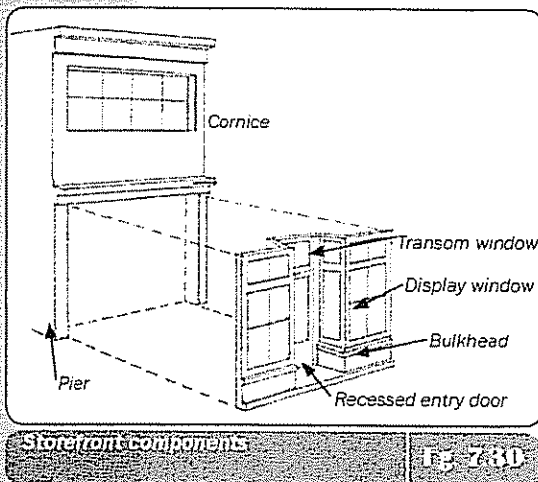
Fig. 7.29

g) VINTAGE NEON, INCORPORATED IN SIGNAGE ON BOTH THIRD AVENUE AND BROADWAY, SHOULD BE PRESERVED.

April 2006

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MAKE IT  
"CLEAR THAT"  
"STOREFRONT"  
DG'S APPLY TO ALL  
DEVELOPMENT IN THE  
VILLAGE SUBDISTRICTS,  
NOT JUST STORES.



## 5. Storefront Design Guidelines

### a. Introduction

The storefront is only one of the architectural components of the commercial facade, but it is the most important visual element for a building in the Village. It traditionally experiences the greatest degree of change during a building's lifetime and further holds the greatest potential for creative or poor alterations affecting both the character of the building and the streetscape. Traditional storefronts are comprised of a few decorative elements other than simple details that repeat across the face of the building (e.g., structural bays containing window and door openings, continuous cornice line, transoms, bulkheads) and integrate the storefront into the entire building facade. Windows and facades that are open to the public realm are also encouraged to take advantage of the nice climate.

### b. Storefront Composition

#### 1) Entries and Doorways

a) The main entry to buildings in the Village should be emphasized by utilizing one or more of the following design elements or concepts:

- Flanked columns, decorative fixtures or other details, including a recessed entryway within a larger arched or cased decorative opening. The recessed entryway should be continuously and thoroughly illuminated.
- Entryways should be covered by a portico (formal porch) projecting from or set into the building face, and distinguished by a change in roofline, a tower, or a break in the surface of the subject wall.

b) Height exceptions may be allowed consistent with CVMC 19.16.040.

c) All entryways should be equipped with a lighting device providing a minimum

February 2006

VII-24

Chula Vista Urban Core Specific Plan

Public Review Draft 2.20.06

2-147

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## 6. Building Additions and Renovation Guidelines

### a. Introduction

The renovation/restoration of older commercial structures provides an excellent means of maintaining and reinforcing the traditional character of the Village. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.



Building renovation and restoration can enhance the Village's character

Fig. 7.38

When an applicant proposes a renovation of or addition to an existing structure, the work should respect the original design character of the structure. The appropriate design guidelines in this section are to be implemented whenever a structure is to be renovated or expanded. In addition, renovation of all structures of historic significance should follow The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, published by the U.S. Department of the Interior, National Park Service (Available on the web at: <http://www.cr.nps.gov/hps/tps/tax/rhb>) <sup>When</sup> ~~the City were to become~~ a Certified Local Government, the implementation procedures should be applied as appropriate to new infill development in the Village.

### b. Preserve Traditional Features and Decoration

<sup>ORIGINAL</sup> Existing materials, details, proportions, as well as patterns of materials and openings should be considered when any additions or building renovations would affect the appearance of an existing building's exterior.



Every effort should be made to preserve traditional storefront details

Fig. 7.39

Many times during the remodeling of storefronts, original decorative details are intact as visual "leftovers" or simply covered up with previous construction. If the building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as

April 2006

VI-30

Chula Vista Urban Core Specific Plan

2-148

Public Review Draft

- 4) If the original window openings have been altered, the openings to their original configuration and detail should be restored. Blocking or filling window openings that contribute to the overall facade design should be avoided.

- 5) When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type and materials as the original window.

#### f. Door Replacement

- 1) Original doors and door hardware should be retained, repaired and refinished provided they can comply with ADA requirements,
- 2) If new replacement doors are necessary, they should be compatible with the traditional character and design of the structure.

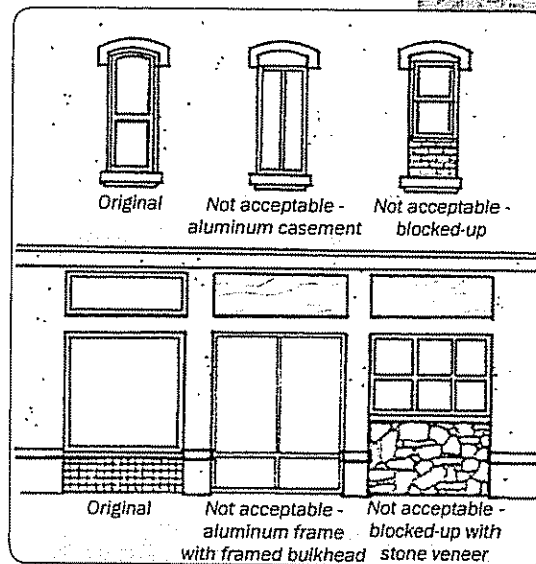
#### g. Awnings

- 1) Original awning hardware should be used if it is in working order or is repairable.
- 2) The traditional canvas, slanted awning is most appropriate for older storefronts and is encouraged over contemporary hooped or box styles.

#### h. Painting

Painting can be one of the simplest and most dramatic improvements that can be made to a facade. It gives the facade a well-maintained appearance and is essential to the long life of many traditional materials.

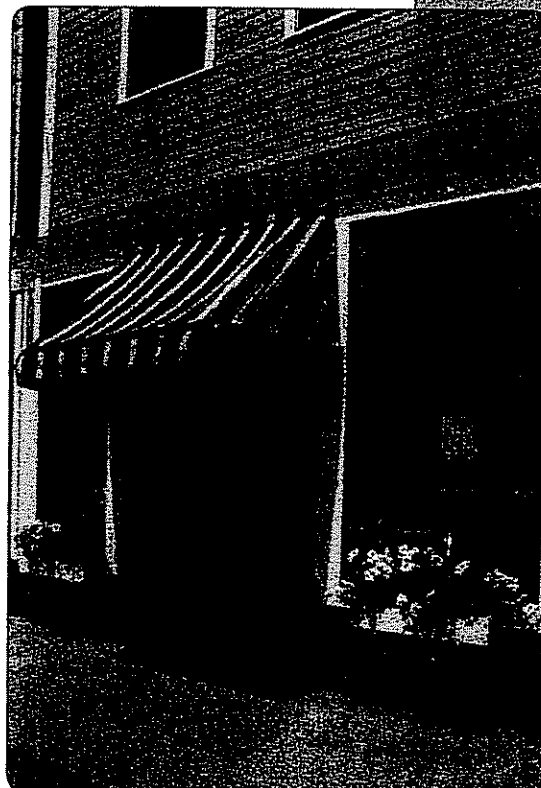
- 1) All the facade materials to be painted should be catalogued. Materials of different properties may require different paints or procedures. Consult a local expert for advice.



Window openings should be restored to the original configuration and detail

Fig. 7.43

*UNLESS THEY CONFORM TO HISTORICAL BUILDING CODE.*



Traditional storefronts typically employ slanted awnings

Fig. 7.44



**j. Seismic Retrofitting**

Where structural improvements for seismic retrofitting affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be planned to carefully integrate into the existing building design.

Seismic improvements should receive the same care and forethought as any other building modification. An exterior building elevation may be required with seismic retrofit submittals, showing the location and appearance of all such improvements.

When retrofitting historic buildings,  
refer to the Secretary of Interior standards.





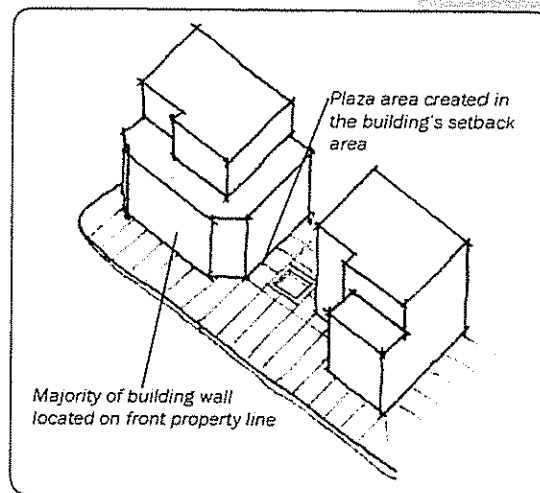
### 3. Site Planning

#### a. Introduction

Siting involves a project's relationship to the property, the street, and adjacent buildings. In the Urban Core, buildings should be sited in ways that provide a comfortable and safe environment for pedestrians while accommodating vehicles.

#### b. Building Siting

- 1) Most of the building "streetwall" should meet the front setback lines, except for special entry features, architectural articulation, and plaza areas or other public spaces.
- 2) Setbacks should be dedicated to plazas that focus on hardscape rather than landscaping and should be of sufficient size to increase function and accessibility.
- 3) Locate loading and storage facilities away from the street and screen from public view.
- 4) Walls and fences should be integrated with the overall building design.



Preferred building siting in the Urban Core

Fig. 7-76

#### c. Street Orientation

- 1) Storefronts and major building entries should orient to Broadway, H Street, courtyards, or plazas, although minor side or rear entries may be desirable.
- 2) Any building with more than 125 feet of street frontage should have at least one primary building entry.
- 3) All ~~active pedestrian~~ <sup>active pedestrian</sup> uses with street level, exterior exposure should provide at least one direct pedestrian entry from the street.
- 4) Any drop-off areas along Broadway and H Street should be limited.

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February 2006

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**1) Plazas and Courtyards**

- a) Plazas and courtyards within commercial developments over ~~two~~ <sup>ONE</sup> acres ~~are~~ <sup>is</sup> strongly encouraged.
- b) Physical access should be provided from retail shops, restaurants, offices and other pedestrian activity generating uses to plazas.
- c) A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.
- d) Shade trees or other elements providing relief from the sun should be incorporated within plazas.
- e) Entries to the plaza and storefront entries within the plaza should be well lighted.
- f) Architecture, landscaping elements, and public art should be incorporated into the plaza design.
- g) Plazas and courtyards should include a focal element of sculpture and/or water feature, simple plants and simple sitting niches.
- h) Seating should be provided in plazas. Where applicable, plaza users should be provided with a choice between active and passive seating.
- i) Courtyards should be designed to provide both visibility and separation from the street, parking areas, or drive aisles.
- j) Common open space should be provided in large, meaningful areas and should not be fragmented or consist of "left over" land. Large areas can be imaginatively developed and economically maintained.

February 2006

**VII-56**

**Chula Vista Urban Core Specific Plan**

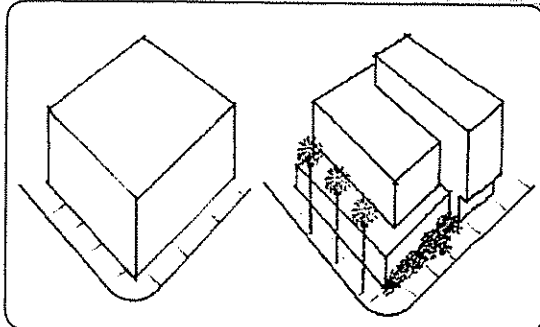
2-152 **Public Review Draft 2.20.06**

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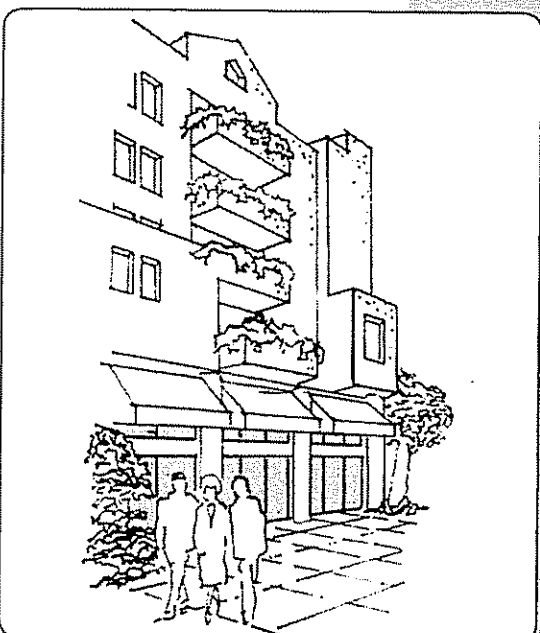
**c. Facades**

- 1) The physical design of buildings facades should vary at least every 200 linear feet (half block). This can be achieved through such techniques as:
  - division into multiple buildings,
  - break or articulation of the façade,
  - significant change in facade design,
  - placement of window and door openings, or
  - position of awnings and canopies.



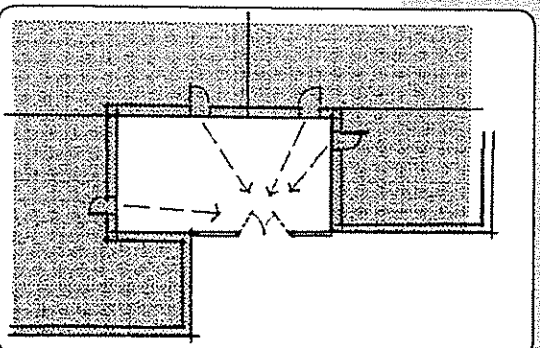
Desirable building massing has both horizontal and vertical articulation. **Fig. 7-80**

- 2) Bay windows and balconies that provide usable and accessible outdoor space for residential uses are strongly encouraged and may project beyond building setback lines.
- 3) Awnings and overhangs should be used in conjunction with street trees to provide shade for pedestrians.
- 4) The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained. Typically, there is a much greater window area at the storefront level while upper stories have smaller window openings.



Smaller architectural elements on large buildings add pedestrian scale. **Fig. 7-81**

- 5) Residential buildings should have entrances for each ground floor unit to facilitate pedestrian activity and increase security through more "eyes on the street."



Design projects to facilitate social support and effective surveillance. **Fig. 7-82**

**d. Building Materials and Colors**

**1) Building Materials**

Building materials will incorporate two aspects: color and texture. If the building's exterior design is complicated with many "ins and outs" (extensions of wall façade, etc.), columns, and design features, the wall texture should be

FROM THE STREET

February 2006

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simple and subdued. However, if the building design is simple, a finely textured material, such as patterned masonry, should be used to enrich the building's overall character.

The following lists suggest those materials that are "encouraged" and "discouraged" for use in the Urban Core:

a) Approved Exterior Materials

- Masonry, including granite, marble, brick, terra cotta, and cast stone
- Glass, which must be transparent on ground floors
- Architectural metals, including metal panel systems, metal sheets with expressed seams, and cut, stamped or cast, ornamental metal panels.
- New or used face-brick
- Copper
- Painted Metal
- Wrought Iron

NO!



Masonry is appropriate for buildings in the Urban Core

Fig. 7.63

b) Discouraged Exterior Materials

- Imitation stone (fiberglass or plastic)
- Textured, treated, decorative concrete
- "Lumpy" stucco
- Rough sawn or "natural" (unfinished) wood
- Used brick with no fired face (salvaged from interior walls)
- Imitation wood siding
- Plastic panels

2) Exterior Color

- a) The type of color depends on the size of the building and level of detail. Larger and plainer buildings should have subtle/muted colors while smaller buildings or those with elaborate detailing should have more intense colors.



Subtle/muted colors complement larger and plainer buildings

Fig. 7.84

- b) Stronger colors should emphasize architectural details and entrances.

February 2006

VII-60

Chula Vista Urban Core Specific Plan

Public Review Draft 2.20.06

2-154



## 5. Storefront Design

### a. Introduction

Ground floors have typically been designed to be what is now referred to as a "traditional" storefront and sales floor. Upper floors commonly were used for office space, residential units, or storage. If retail uses are not appropriate for a particular building, ground floors should contain other active uses such as a health club, community center, or residential common areas. The ground floor should have transparent and open facades and avoid blank walls wherever possible.

### b. Storefront Composition

#### 1) Entries and Doorways

- a) The main entry to buildings should be emphasized through flanked columns, decorative fixtures, a recessed entryway within a larger arched or cased decorative opening, or a portico (formal porch).
- b) Buildings situated at a corner along Broadway and H Street should provide a prominent corner entrance to street level shops or lobby space.



Buildings at prominent corners should have prominent entrances

Fig. 7.88

#### 2) Awnings and Canopies

- a) Awnings <sup>OR ARCADES</sup> should be provided along south and west facing buildings to enhance the pedestrian experience.
- b) Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion, and rhythm created by the structural bay elements and should "nestle" into the space created by the structural bay.



Awnings should nestle into the space created by a structural bay

Fig. 7.89

February 2006





- 5) Parking structures below or above ground level retail or commercial uses are encouraged since they allow for pedestrian activity along the street while providing parking convenient to destinations within the Urban Core.

#### c. Access and Entries

- 1) Locate parking lot and structure entries on side streets or alleys to minimize pedestrian/vehicular conflicts along Broadway and H Street. If this is not possible, use patterned concrete or pavers to differentiate the primary site entry from the sidewalk. Effects on adjacent residential neighborhoods also need to be considered in site access and entries.
- 2) Parking lots and structures adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk to the entrance of the building(s).
- 3) Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is required.
- 4) Where possible, use alleys or side streets for access to parking areas. ~~The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.~~



Special architectural features should help identify vehicular entrances

Fig. 7.96

However, effects on  
on adjacent residential  
neighborhoods must  
be considered.

#### d. Lighting

Lighting for parking lots and structures should be evenly distributed and should provide pedestrians and drivers with adequate visibility at night.

February 2006



## 9. Signs

### a. Introduction

Design, color, materials, and placement are all important in creating signs that are architecturally attractive and integrated into the overall site design. Signs that are compatible with the surroundings and which effectively communicate a message promote a quality visual environment.

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Urban Core District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.

Why not?  
They should!

### b. General Design Guidelines

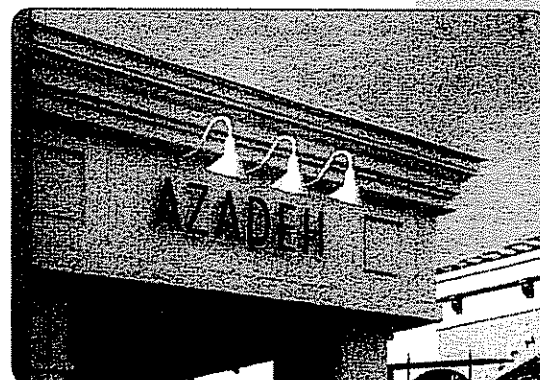
Good signs communicate their message well, are easily seen by people, and relate harmoniously to the building they are placed on or near. The following guidelines give criteria for creating well-designed signs.

- 1) Sign color should be compatible with building colors. A light background matching the building with dark lettering is best visually. While no more than two primary colors should be used on a sign, a third color can be used for accent or shadow detail.
- 2) Signs should be consistent with the proportion and scale of building elements within the façade. The placement of signs provides visual clues to business location and affects the design integrity of the entire building.



This highly effective sign uses a light background with dark lettering.

Fig. 7-101



External fixtures are an effective method for illuminating signs.

Fig. 7-102

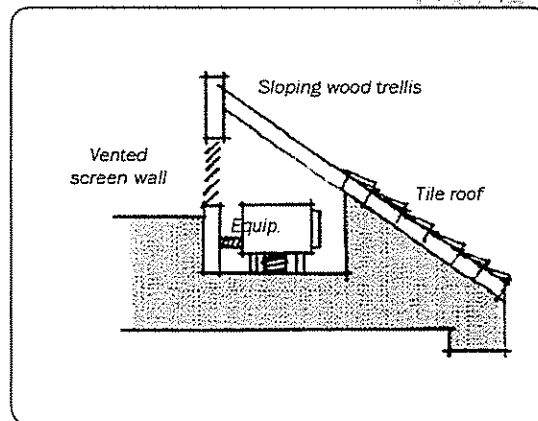
February 2006



such as A-frames, geodesic domes, or chalet-style buildings are not permitted.

- 7) Roofs with large overhangs featuring open rafters/tails are encouraged.

- 8) The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.



An appealing roof design should be used to screen mechanical equipment.

Fig. 7.126

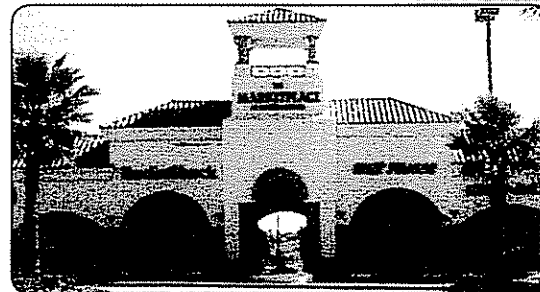
- 9) Access to roofs should be restricted to interior access only.

- 10) Screening for roof-mounted mechanical equipment should be an integral part of the building's architectural design.

- 11) Building vertical focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal/orientation points for the community.

#### e. Walls and Fences

- 1) Walls and fences should be kept as low as possible while performing their functional purpose to avoid the appearance of being a "fortress".



Vertical elements such as a tower are encouraged.

Fig. 7.127

- 2) Colors, materials and appearance of walls and fences should be compatible with surrounding development. Opaque materials, such as plywood boards, and sheet metal, are not permitted.

- 3) Perimeter walls should be constructed of decorative masonry block or similar material. The use of chain link fencing is not permitted.

- 4) Landscaping, particularly vines, should be used to soften otherwise blank wall surfaces and to help reduce graffiti.

AND, CHAIN LINK FENCES ARE NOT PERMITTED.

February 2006



with little or no parking; and then parking aisles for direct access to parking spaces.

- 7) Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should never be permitted.
- 8) Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all contribute to the strength and clarity of the parking lot.
- 9) Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.

#### c. Access and Entries

- 1) Locate parking lot entries on side streets to minimize pedestrian/vehicular conflicts along Broadway and Third Avenue.
- 2) Parking lots adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk on Broadway, Third Avenue, or side street to the entrance of the building(s).
- 3) Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is encouraged.
- 4) Developments should have shared entries when the lot is less than 75 feet wide.
- 5) Where possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.



Enhanced paving provides a sense of arrival into a parking area.

Fig. 7-144

However, effects on  
A adjacent residential  
neighborhoods must  
be considered.

DRAFT

## 8. Signs

### a. Introduction

These design guidelines are intended to ensure that the Corridors District contains quality signs that communicate their message in a clear fashion and integrate into the surrounding area. Unlike the Village District, signs along Broadway should be directed towards vehicles rather than pedestrians. *But pole signs are not allowed.*

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Corridors District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.



Oversized signs that project over the roof area are not allowed.

Fig. 7-149

### b. General Design Guidelines

- 1) Consider the need for signs and their appropriate locations early in the design process; and
- 2) The location and size of signs on any building should be proportioned to the scale and relate to the architecture of that particular structure.
- 3) Oversized and out-of-scale signs are not permitted.
- 4) Sign colors and materials should be selected to contribute to the sign's legibility.
- 5) Excessive use of colors is discouraged.

#### 6) Placement

- a) Signs ~~should~~ *shall* not project above the edge of the rooflines.

February 2006



### c. Building Design

- 1) All sides of a building should be architecturally consistent. *GOOD*
- 2) At least 25% of the total exterior surface area of the hotel or motel building should be surfaced in masonry or natural stone. *GOOD*
- 3) Masonry or stone should be applied to logical places on each of the building's facades, and should begin and end at logical breaks related to the structure of the building. A single, one-story high, horizontal "banding" of masonry or stone is strongly discouraged.
- 4) The remainder of the exterior may be surfaced in stucco, water-managed Exterior Insulation and Finish Systems (EIFS), or integrally-dyed decorative concrete or ceramic masonry units. Metal or vinyl siding is prohibited.
- 5) Significant departures from standardized architectural "themes" intended to market or brand a hotel or motel building, such as Swiss chalets or castles, is prohibited.
- 6) Public or semi-public spaces (lobbies, restaurants, meeting rooms, and banquet-facilities) sited at ground level adjacent to a pedestrian walkway or a major street should use glass and transparent materials between the height of three feet (3') and eight feet (8') above the walkway or street grade.
- 7) Noise attenuation techniques should be included in the design of buildings near major noise generators (e.g., major streets and I-5 freeway). Techniques may include: double pane glass, berms, thick tree groves over 35' in depth, or lowering the grade of the subject building below the roadway elevation.



Masonry or natural stone are the preferred building materials

Fig. 7-160

? So we couldn't have a "Pea Soup Andersons"?

WE ARE NOT AWARE OF ANY STUDIES THAT SHOW THAT VEGETATION ATTENUATES NOISE - EITHER SHOW STUDIES THAT DEMONSTRATE THIS ACTUALLY WORKS.

February 2006

DRAFT

3) Pedestrian connections between commercial and residential developments should be active and friendly.

4) Large blank walls should not face interior walkways. ~~BE ALLOWED.~~

#### d. Special Requirements

1) Neighborhood-serving uses (such as full-service grocery, drug, and hardware stores) are encouraged in mixed-use developments.

2) Loading areas and refuse storage facilities should be located as far as possible from residential units and should be completely screened from view from adjacent residential portions of the project. The location and design of trash enclosures should account for potential nuisances from odors.

3) All roof-mounted equipment should be screened. Special consideration should be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise reducing screens and insulation may be required where such equipment has the potential to impact residential uses.

4) Open space intended for use by "residents only" may not be accessible from commercial areas. Open space and courtyards in commercial areas may be accessible to residential occupants and visitors.

5) Parking lot lighting and security lighting for the commercial uses should be appropriately shielded so as not to spill over into the residential area.



Outdoor dining provides activity for pedestrian connections

Fig. 7.165



February 2006



# MOUNTAINWEST REAL ESTATE

AUG - 4 2006

August 1, 2006

Ms. Dana Smith  
Chula Vista Redevelopment Corporation  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

Dear Ms. Smith,

MountainWest Real Estate has been an active member of the Chula Vista community for over 25 years. Our top priority is to continue developing signature projects that reflect Chula Vista's unique spirit and character. The City of Chula Vista has worked diligently in developing the current Urban Core Specific Plan Draft (UCSP) that is the blueprint for Western Chula Vista and more specifically the Third Avenue Village between E and G streets. This blueprint is a critical document, which will secure the future success and viability of Western Chula Vista.

One of the important benefits of this plan is to allow versatility for development and not inhibit heights that would exceedingly prevent creative and effective projects within the Village. In the professional view of MountainWest Real Estate, it is reasonable to maintain the current proposed height limits, thereby allowing the development of future projects supporting the quality and character we reserve. We, the city and its residents, must provide the latitude to attract developers to our core and also to insure the success of these projects. Many benefits of maintaining the UCSP East Village height limits, V1 at 45', V2 at 45', V3 at 84', and V4 at 60', include: allowing fourteen to sixteen-foot high ground floor retail that will attract a greater spectrum of diversified retail uses; allowing for thirteen to fourteen-foot floor to ceiling floor plans for residential applications such as a loft design, or live/work life styles; building façade applications to incorporate cultural design aspects; open area amenities and the like. As the cost of land within our core and the ever increasing costs of demolishing, rehabilitating and/or constructing new buildings entirely continue to escalate, one of the major mitigating measures is to allow for increased height.

MountainWest strongly feels that the increase in height can be done with no loss of community character or benefit, and could add to the ability of a developer to integrate Chula Vista's individuality to any project. Limiting developments to a three-story height limit will critically impact the options for sound development and discourage, rather than encourage, both developers and new businesses to venture within our Village core.

It is the encouragement of MountainWest that we address this pressing issue in a timely and objective manner. The city and its residents need to come together and analyze this issue from all viewpoints and develop a solution to ensure the future of our Village.

Sincerely,

James V. Pieri  
President & CEO  
MountainWest Real Estate

333 H Street, Suite 6000  
Chula Vista, CA 91910

Phone 619.422.8400  
Fax 619.422.8100

www.mountainwestre.com

2-163



THIRD AVENUE VILLAGE ASSOCIATION

272 Third Avenue  
Chula Vista, CA 91910  
(619) 422-1982 Phone  
(619) 422-1452 Facsimile

[www.chulavistadowntown.com](http://www.chulavistadowntown.com)

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Diana Fergus

To: CDP  
/11

8/22/06 Public Comment  
Handout from TARA  
Lisa Moctezuma  
CC - City Mgr  
CC - M/CC

August 15, 2006

City of Chula Vista  
Mayor and City Council  
276 Fourth Avenue  
Chula Vista, CA 91910

Dear Mayor and City Council,

As you know the Third Avenue Village Association supports the redevelopment of the City's "downtown" neighborhoods per the development standards set forth in the current draft Urban Core Specific Plan. In order to encourage the redevelopment and renaissance of the Third Avenue Village, we ask that the City also consider increasing the intensity of allowed development along Third Avenue and in the immediately adjacent neighborhoods. This should be done in a way that respects the low-rise scale immediately fronting Third Avenue, requires high quality design and materials, and buffers existing single family neighborhoods.

We have included our recommendation for the uses on the ground floor within the core of the Village. We also ask that the uses in V-1 be expanded to include retail (small) with a CUP. We feel that these neighborhoods will be idea for small coffee shops, flower businesses and other businesses that will increase the traffic but may have limited hours of operation and the need for smaller spaces.

We have also included a copy of parking statements for the City staff and consultant to use. We feel that these are very important to the Village and should be included in future plans for parking within the village. We look forward to further conversation on how to implement the future parking districts.

Attached are also copies of a citizen for redevelopment drive that we held at the recent Lemon Festival. I think you will see that not only the 700 business and property owners that we represent but citizens who also share our feelings that want the Urban Core Specific Plan to continue in as quick as possible manner so that the Village can continue redevelopment.

Thanks again.

2006 Board of Directors

2-164



# **CITY OF CHULA VISTA**

## **Village Parking District**

### **District Management & Parking Study**

Third Avenue Village Association (TAVA) is forwarding these parking statements to the City for use in directing and assisting the selected Parking Consultant and to consider our proposal for a management change. As you are aware, TAVA is very concerned about the existing parking situation within the Third Avenue District and the lack of benefits accruing to the property owners and merchants. The Urban Core Specific Plan (UCSP) identifies the Third Avenue District as the "Village" and our statements below relate to this geographic area only.

Below are some general parking and land use statements for the Village and inquiries that we would like the City and the Parking Consultant to be aware of or to address in the course of the study. The statements are not prioritized in the order of importance.

#### **ORGANIZATIONAL ISSUES:**

1) TAVA Board wants to consolidate the existing Parking District with TAVA in order to create financial efficiencies and to provide management and progressive leadership that will benefit the downtown.

2) The creation of the property-based Parking District was to benefit downtown property owners and merchants, to increase sales and activity. The original intent are the same goals promoted by TAVA.

3) The TAVA Board would be in the best position to be the overall "Parking District Advisory Board" for the Village Parking District (VPD) and to provide the lacking leadership, public outreach and education, as well as unique knowledge of the property owners and their operations.

4) A restructuring of the revenue flow would allow TAVA to reinvest the revenues back into improvements and maintenance within the Village Parking District. Initial revenue sharing with the City on a percentage basis for a limited term or immediately allowing the Village Parking District to retain 100% of meter and parking revenue for district marketing, improvements, and maintenance, while allowing the City retains the revenue from enforcement fees, tickets, etc.

5) It is extremely important that the current or expanded Village Parking District remain as a single entity within the UCSP – Village District and TAVA's boundaries and not be enlarged so that it overlaps with other development or parking areas. TAVA

2-165



would strongly prefer independent parking districts for the various westside improvement areas and no revenue sharing among the individual parking districts.

6) Assuming the Village Parking District is incorporated and/or expanded into TAVA operations and management the consultant should make recommendations that would address the future responsibilities and functions of TAVA and the City and the cost responsibilities or sharing for operations and maintenance.

#### PARKING STRATEGY ISSUES:

7) What is the acceptable target for on vs. off street parking demands based upon the existing land uses, as well as the future projections?

8) Would "Performance Based Pricing" work in Chula Vista?

9) Analysis on "Charging the right price" for on-street parking considering that parking garages may either be charging or will be constructed in the future?

10) Recommend and/or conduct a series of community parking educational seminar.

11) Develop marketing/parking strategies.....how can we handle this? Consultant should give ideas and implementation techniques.

12) How can City and the TAVA entities develop a program(s) to educate and promote a "Park once and shop twice" mentality.

13) The parking study should identify how the employees park now and develop strategies for the future developments. Provide programs to reallocate employee parking, education, and/or incentives to park in other convenient spaces. Consider providing bus tokens or other monetary incentives to downtown employees to use alternative transportation.

14) Provide analysis of the use of the current old antiquated meters vs. the newer sophisticated meters, costs for operation, setting prices, maintenance, ownership, etc. Also would there be a benefit to providing change machines at various locations?

15) It is assumed that there will be a couple of new parking structures proposed within the Village...the study should recommend suitable sites for two small to medium parking structures within the Village or one central larger parking structure....offer pros/cons for each scenario. The study should analyze maximum shopper walking distance to and between the new structures.

16) Consultant should offer recommended timing for the meters, i.e. hour, two or four hour increments by location within the Village. Meter times and prices may be different in certain locations as they are now.

17) Explore "FAR Bonus for public parking" within the Village or the entire UCSP area.

18) Realize and develop parking or storage programs for non-motorized means of travel.....bicycles, ped-cabs, segways, etc.

19) Review and determine which City policies or ordinances should be updated or developed for minimum parking ratios for all existing and proposed land uses within the Village.

20) Review the UCSP parking configurations proposed for on street parking....i.e. parallel or diagonal parking stalls.

21) Determine and analyze the projected use of the parking structures. Should they be stand-alone behind or above mixed land uses or with commercial uses wrapped around the ground floor?

22) Consider the use or function of a "Validation" program for parking participants.....shops, restaurants, etc.

23) Consider the implications and merits of a "Neighborhood" parking permit program.

24) Review and analysis of the City's "In Lieu parking fee" program, how it is constructed, how are the funds used? TAVA is requesting that funds generated within the Village should be earmarked (placed in a separate account for the Village only) into a special account for direct use in the Village on parking programs or implementation techniques.

25) Consider the use of parking structures as a community element, in terms of design, color, materials, etc. Consider using the walls or rails as art forms, entrances with sculptures or art pieces, entrance identifications could use tile or color features. Landscaping consideration for the screening or enhancements for the community element.

26) The city to expend as much money on a consultant for the parking study as needed so that the study can be done properly the very first time.

Attached to the Third Avenue Village Association letter were 88 public comment cards written in support of redevelopment of Chula Vista's "west side", as described in the Urban Core Specific Plan.



---

GLEN R. GOOGINS ■ ATTORNEY AT LAW

VIA HAND DELIVERY

August 21, 2006

Ms. Mary Ladiana  
Planning Manager  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

**RE: Request for Amendment to the City's Draft UCSP to add the Properties  
Located at 311 through 325 G Street to the V-3 West Village Zoning District**

Dear Ms. Ladiana:

As you know, I represent Jose Cortes, owner of the multi-family residential parcels located at 311 through 325 G Street, just east of Third Avenue in Chula Vista (the "G Street Properties"). On July 25th, we met with you and other City staff to discuss Mr. Cortes' request that his G Street Properties be included within the "West Village" V-3 zoning district of the Urban Core Specific Plan. You and other City staff members gave us positive feedback at that meeting that we found encouraging.

Last week, after some further analysis, you notified me that City staff was prepared to recommend inclusion of Mr. Cortes' easternmost parcel within the V-3 District. This would have the effect of "squaring the block" and aligning the V-3 District boundary along its western edge. You also indicated that you were not prepared at this time to recommend expanding the V-3 boundary to include Mr. Cortes' remaining parcels (one-third of an acre) immediately to the west.

As a follow up to these discussions, the purpose of this letter is threefold: (1) to thank you and other City staff for the time, effort and thoughtfulness you've contributed to our proposal to date; (2) to summarize the arguments in favor of our request; and (3) to encourage you to expand your thinking one third of an acre further to the west to include all of the G Street Properties in your recommendation. Towards this end, please consider the following.

1. **The existing General Plan and General Plan Update Support Higher Density Development at and around the Site.**

For 20+ years Mr. Cortes' G Street Properties have been designated "high density residential" per the General Plan. Adjacent properties on both sides of G Street and to

the west, while not yet developed to their full land use potential, have shared this "high density" designation. As a result, under existing land use designations and zoning standards, development at and around the property is already allowed up to a height of 45 feet (or three and a half stories), with an area wide density of up to 27 units per acre. Depending upon the circumstances, individual parcels could even be developed at densities above this level.

As you know, the General Plan Update approved by Council in December of 2005 ("GPU") re-designated much of the property immediately to the east of the G Street Properties on Third Avenue as "Mixed-use with Residential." This new designation encourages even higher density residential development in the area by promoting mid-rise development (between 4 and 7 stories) with an area wide average of 40 dwelling units per acre (this is in addition to the allowed commercial square footage).

Encouraging a higher intensity of residential development on Mr. Cortes' G Street Properties with UCSP zoning would be consistent with both the existing and updated portions of the General Plan. Because of this, Mr. Cortes' request could be accommodated without amending the General Plan or the applicable EIRs.

**2. The proposed Urban Core Specific Plan supports higher density multi-family development at and around the Site.**

The properties immediately to the east and north of the site are proposed for inclusion within the V-3 "West Village" zoning district of the Urban Core Specific Plan. V-3 development standards allow for multi-family and mixed use developments of up to 84 feet with FARs of up to 4.0. Pursuant to an existing ENA with the City, one developer, Intergulf, is already proposing a mixed use project immediately to the east of the G Street Properties that would make full use of these higher-density development standards. While Mr. Cortes is not currently contemplating a development of this intensity for his site, the flexibility of the V-3 zoning standards will allow him to maximize the land use utility of the eastern portion of the site while at the same time facilitate a gradual transition of massing downwards to the west so as not to overwhelm existing structures.

Nearby UCSP zoning districts--within 2 to 3 blocks of the G Street Properties--also contemplate higher density developments. These include UC-1 (84 foot height limit with a maximum 4.0 FAR), UC-2 (84 foot height limit with a maximum 5.0 FAR), and UC-3 (60 foot height limit with a maximum 3.0 FAR).

We believe that it is important for the City to encourage higher density residential development in and around the Village. Expanding the downtown population is a crucial component in making the Village the vibrant and enduring downtown shopping and entertainment district we are all hoping for. The stated vision for the Village zoning districts contained in the UCSP is consistent with this idea. The clear purpose of these

2-170

provisions is to encourage the "smart growth" urbanization of the Chula Vista downtown, bringing vitality to the area, while minimizing, whenever possible, traffic and other adverse impacts on the surrounding neighborhoods.

3. **Including the Properties in the UCSP makes it more likely that the Site will be redeveloped in the near term either as a high-quality stand alone project or in combination with the Intergulf development proposed for the Social Security Building.**

Mr. Cortes has a good relationship with Intergulf (the owners of the Social Security site) and discussions regarding a possible sale or development partnership are ongoing. If an agreement were to be reached, by including the G Street Properties within the UCSP now, the City can eliminate the burden on that development of needing to go "across the line" of the UCSP boundary and making an additional land use entitlement process necessary in order to implement a comprehensive "full block" development at the site. If discussions with Intergulf do not result in a partnership or sale, by including the properties within UCSP now the City can also facilitate a high-quality stand alone project.

If the City does not include the western half of the G Street Properties within the V-3 District this would leave a competing set of development standards in place for half of the G Street Properties: V-3 to the east and R-3 to the west. While the issues might not be insurmountable, this artificial split down the center of the property will surely create problematic design issues (for example, inconsistent set back standards) and is likely to necessitate pursuit of a costly and uncertain rezone or variance process on a small portion of the site in order to allow for a comprehensive "full site" development. This problem can be avoided without endangering adjacent neighborhoods because even if the V-3 standards are applied the City can control their application to avoid misuse. The V-3 standards are "maximums" and the City should be able to regulate a project height transition to the adjacent low-rise land uses under the general provisions of the UCSP. Mr. Cortes' current "stand alone" project proposal at the site is respectful of the need for a height transition to the west. As you can see from the attached concept elevations, Mr. Cortes' is proposing a project with 5 stories of residential development on the east end, stepping down to 3 stories at the west end. The westernmost portion of the project is substantially consistent with the R-3 zone. This type of project will serve as a classic "transitional project" consistent with the General Plan/UCSP principles of harmonizing change, buffering between fully developed and underdeveloped parcels, and high quality urban design.

In addition to being justified for planning purposes, the City's decision to include all of Mr. Cortes' G Street Properties within a single development district would prudently recognize existing ownership patterns as a factor to be considered when seeking to encourage redevelopment. This is that much more important of a factor to

2-171

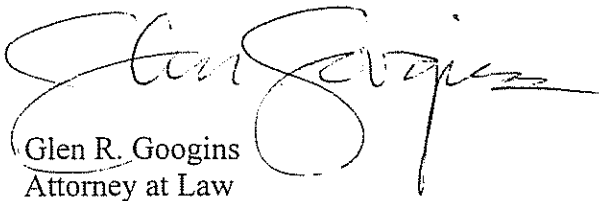
Ms. Mary Ladiana  
August 21, 2006  
Page 4 of 4

consider now that the Redevelopment Agency's powers of eminent domain have been curtailed (or eliminated) by Proposition C.

Mr. Cortes is a long-term local resident and property owner. He has assembled a quality team of experienced design and development professionals. If his G Street Properties can be included in the UCSP he will make a compelling spokesperson in support of quality west side redevelopment in accordance with the development heights and intensities proposed in the UCSP.

Please let us know what other information you might need facilitate your analysis. Thank you for your consideration of our request. We look forward to working with you on this project.

Very truly yours,

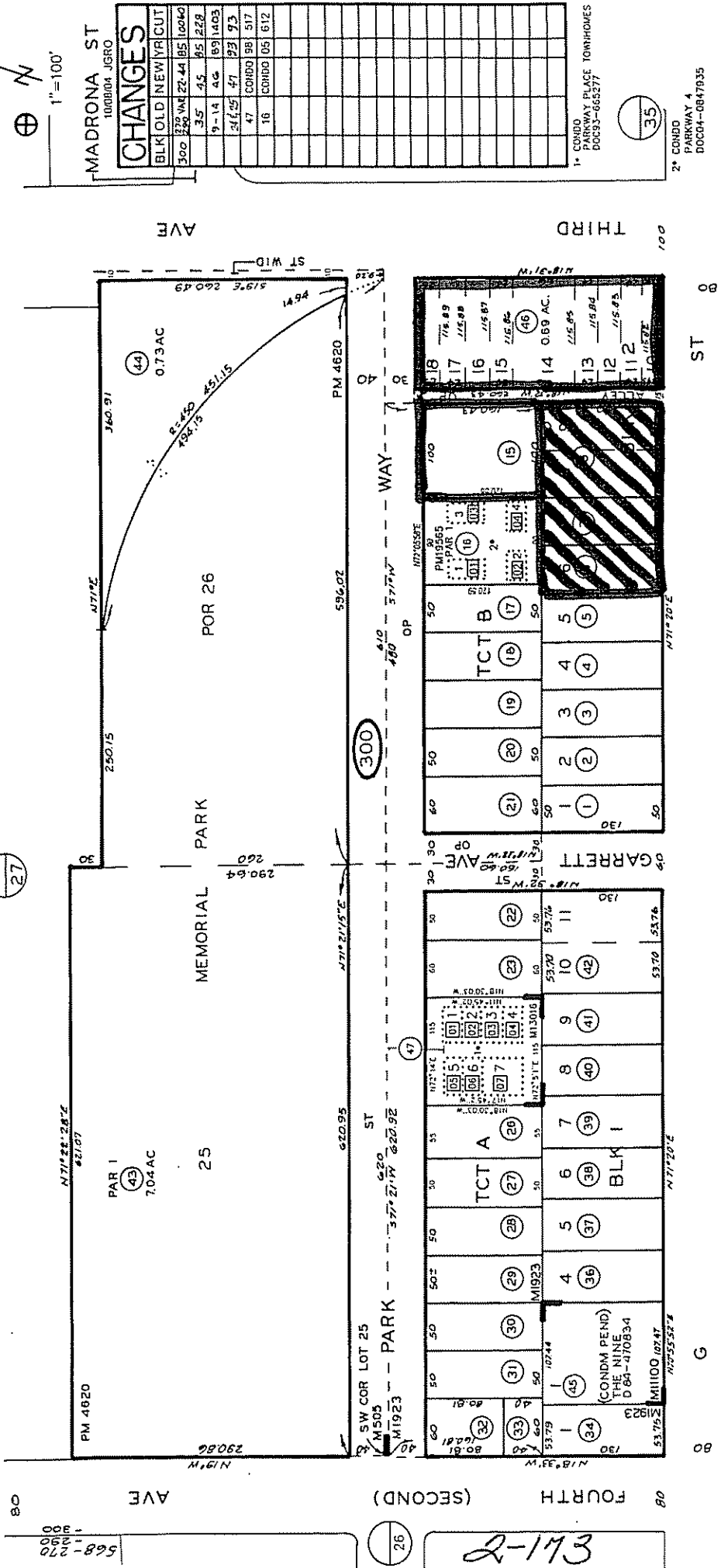
  
Glen R. Googins  
Attorney at Law

cc: Mayor and City Council  
Directors of the CVRC  
Jim Thompson, Interim City Manager  
Dana Smith, Assistant City Manager  
Ann Hix, Acting Community Development Director  
Duane Bazzel, Principal Planner  
Erik Crockett, Redevelopment Manager  
Brain Sheehan, Senior Community Development Specialist ✓

Attachments:

Exhibit A - Map of the G Street Property  
Exhibit B - Project Concept Elevations

2-172



CHANGES	
BLK	OLD NEW
370	141 185 10040
300	22 44 85 10040
35	45 95 228
9-14	46 89 1403
24	45 47 23 93
47	CONDO 98 517
16	CONDO 05 612

MAP 13016 - CHULA VISTA TCT NO 91-07-PARK WAY PLACE TOWNHOMES  
MAP 11100 - CHULA VISTA TCT NO 84-6, THE NINE (CONDO)  
MAP 1923 - HOWES SUB  
MAP 505 - CHULA VISTA-POR 1/4 SEC 137  
ROS 9783,17837

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

SAN DIEGO COUNTY  
ASSESSOR'S MAP  
BOOK 500 PAGE 30

Cortes  
G St. Properties

Intergulf



